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A Gralla Publication

JUNE 1980

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

GSA seeks many more government designers

Steelcase II poll says workers want influence

NEOCON 12 update: social events planned

BIFMA developing more product standards

EXECUTIVE BUYER EDITION

BONUS CIRCULATION: 5,000 GOVERNMENT EXECUTIVES



Contract Magazine 20th Anniversary Year

THE RIGHT SUPPORT IN THE RIGHT PLACES.

When at work, the human body changes posture constantly. At times those positions, though necessary, may be unhealthy. A frequent incorrect posture, or a one-sided muscle or joint stress, can create problems that might not be recognized until beyond their curable stage.

Through the study of human engineering, we've developed Comforto seating to conform to the human anatomy and its range of task-related movements. Comforto by CBI promotes only the correct postures, and offers adjustment for all physical variables. The result is better body support, and better job performance.

DESIGNED FOR TODAY'S OFFICE ENVIRONMENT.

A person's working environment should be more than just physically comfortable. It should be *visually pleasing,* as well. Harmonious colors, balanced forms and dependable function in equipment and facilities can positively influence frame of mind. And a consistent, homogeneous office interior can contribute to a spirit of greater cooperation.

For those reasons, Comforto seating is as much a statement of aesthetics as it is engineering. And it is a full, visually-related line that offers design continuity at all job levels.

ENDORSED BY SEATING EXPERT WALTER KLEEMAN, Ph.D.

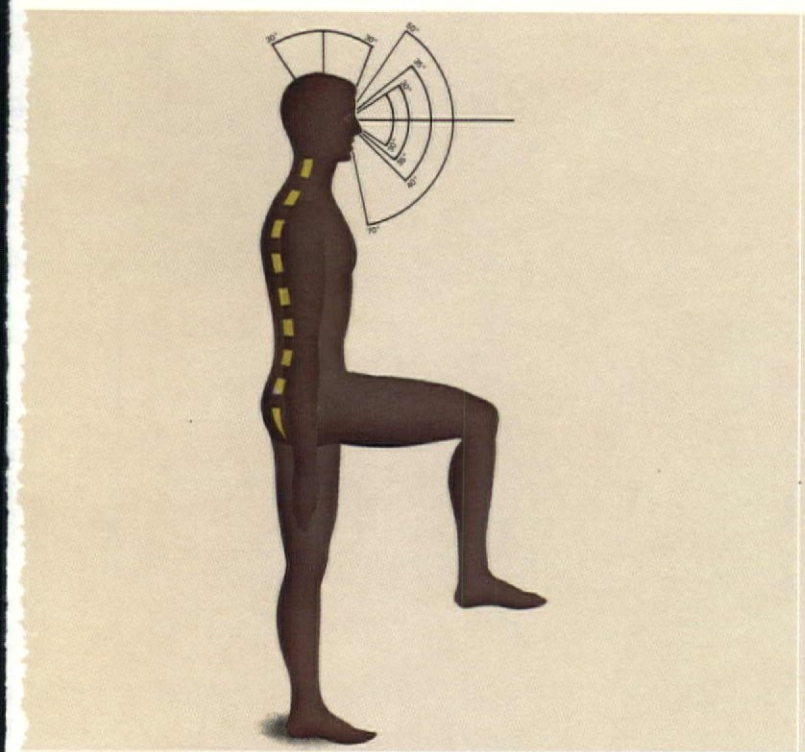
In a recent survey evaluated by Walter Kleeman, Ph.D., of Western Kentucky University, over 1,900 persons in task-intensive jobs were asked what they considered the most important feature of their work situation chair. Over 75% ranked "fit/comfort" first.

According to Dr. Kleeman, Comforto's high degree of adjustability provides a greater level of fit/comfort than any seating on the market:

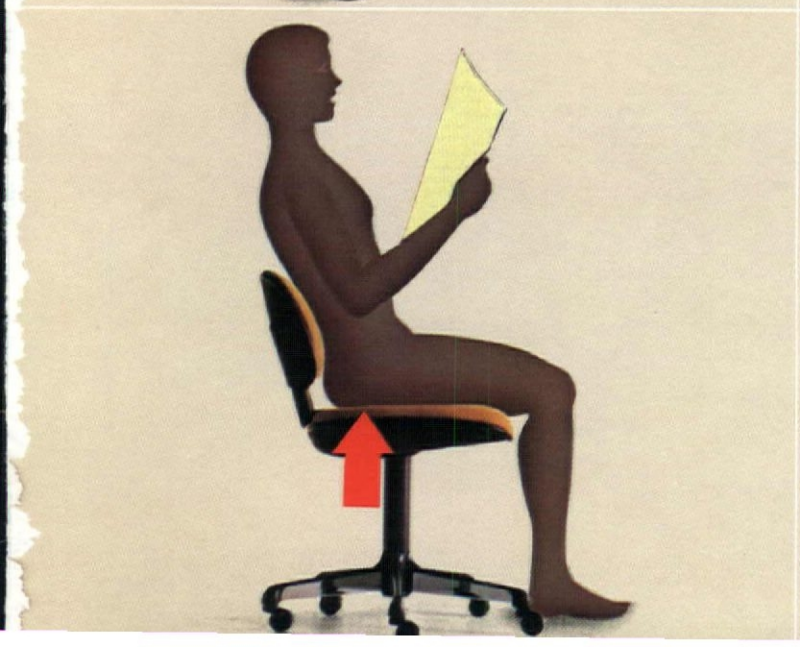
"Comforto's pushbutton ease of adjustment is unsurpassed for task situation seating. This adjustability contributes greatly to both short and long term comfort ... which in turn contributes to improved on-the-job performance. Comforto offers every possible advantage for maximum performance. I consider it one of the most highly engineered seating systems in existence."

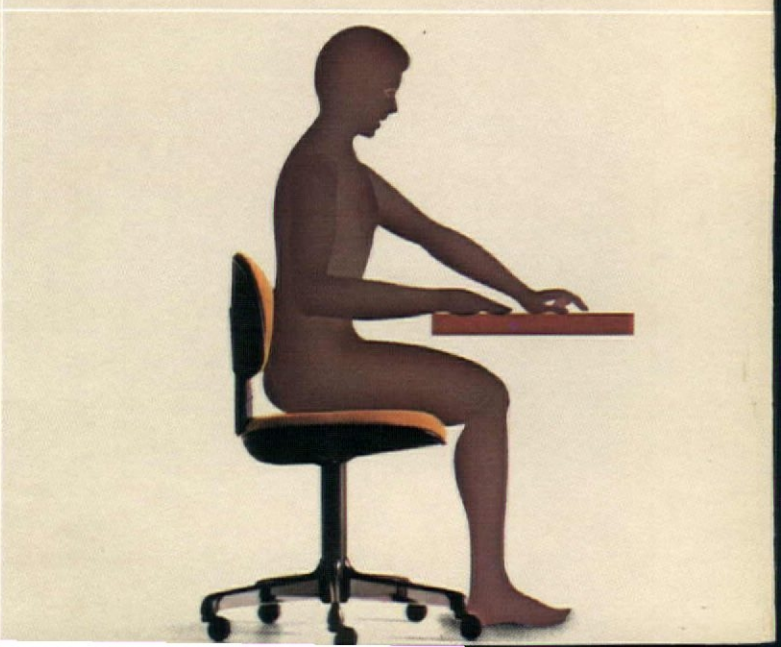
Walter Kleeman, Ph.D.
Western Kentucky University

Circle 1 on reader service card











1190
Secretarial chair with small back, mechanical seat height adjustment, and Comforto Lift posture control.



1191
Secretarial chair with small back, arm rests, mechanical seat height adjustment, and Comforto Lift posture control.



1192
Secretarial chair with small back, mechanical seat height and seat pitch adjustment, and Comforto Lift posture control.



1193
Secretarial chair with small back, arm rests, mechanical seat height and seat pitch adjustment, and Comforto Lift posture control.



1194
Secretarial chair with small back, and Comforto Lift seat height and posture control adjustments.



1195
Secretarial chair with small back, arm rests, and Comforto Lift seat height and posture control adjustments.



1199
Drafting stool with small back on glides, footrest, and Comforto Lift seat height adjustment.



More adjustable, more comfortable than any other office seating.

With the new Comforto 1190 and 1290 Series secretarial chairs from CBI, three very important factors have been successfully combined into one very highly engineered line of seating. The three criteria are adjustability, support, and design. And the resulting comfort is nothing short of incredible.

Both the 1190 and 1290 Series were created specifically for extended sedentary work in virtually any environment. All operating controls for seat height, seat tilt, back height and posture adjustment can be conveniently reached while seated. Backs and seats are contoured to accommodate a wide range of body sizes. Padding and upholstery have been carefully selected to afford total comfort and protection.

In short, Comforto 1190 and 1290 Series seating by CBI represents the most highly engineered seating available today. They offer the maximum in adjustability, support and comfort. And they do it all *in style*.


comforto®
SYSTEM 11
from CBI
1190 and 1290 SERIES



1290
Secretarial chair with large back, mechanical seat height adjustment, and Comforto Lift posture control.



1291
Secretarial chair with large back, arm rests, mechanical seat height adjustment, and Comforto Lift posture control.



1292
Secretarial chair with large back, mechanical seat height and seat pitch adjustment, and Comforto Lift posture control.



1293
Secretarial chair with large back, arm rests, mechanical seat height and seat pitch adjustment, and Comforto Lift posture control.



1294
Secretarial
back, and C
height and
adjustmen

NY SCHOOL OF INTERIOR DESIGN
002620



1295
Secretarial chair with large back, arm rests, and Comforto Lift seat height and posture control adjustments.



1299
Drafting stool with large back on glides, footrest, and Comforto Lift seat height adjustment.



comforto SYSTEM 11

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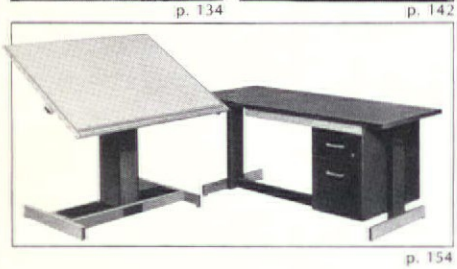
Send for the "UniGroup Designer's Package". Write Haworth, Inc., Holland, Michigan 49423.

HAWORTH®




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EXECUTIVE BUYER EDITION
Bonus circulation to 5,000 Government Executives

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By Thomas A. Woodruff, AIA, ASID, President, Intraspace Designers
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COVER—*Government Design is tied into space planning in this cover design by graphic artist George Koizumi.*



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Contract

July: CONTRACT's 8th Annual Open Plan Specifier's Guide, with comprehensive listings of products, sources, and specification details. Preview of the American Society of Interior Designers national meeting in New York City, August 21-25, 1980. Lighting product review—newest lights in lighting products and services.

August: Annual remodeling update of commercial buildings includes a step-by-step reconstruction of the Bowery Bank's landmark building in New York City by The Switzer Group. Preview of CANEXUS. Review of latest ceiling system products.

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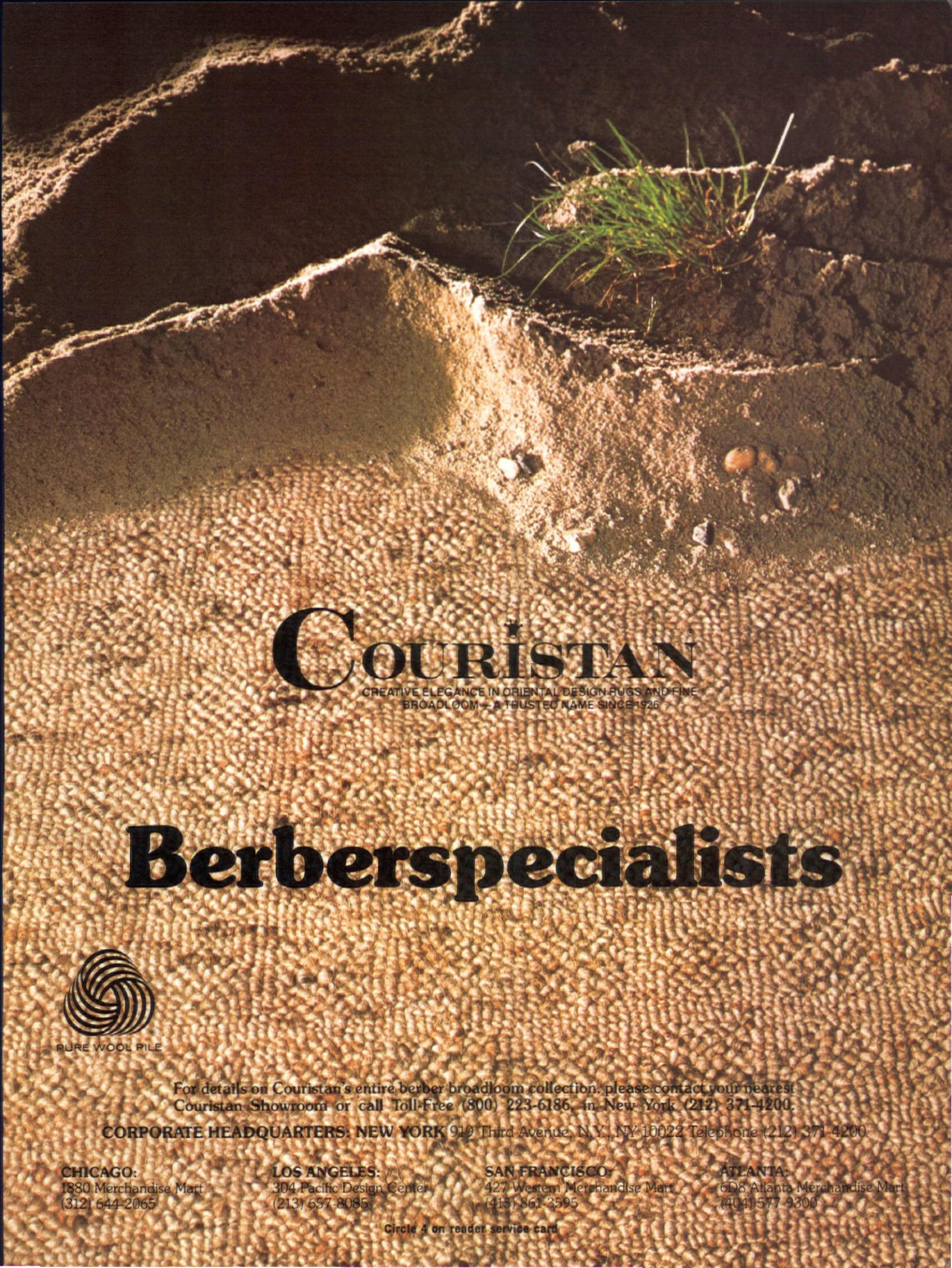
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Panels:

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- A variety of tables for use in offices and other work areas, including conference rooms.
- Task lighting for even illumination of work areas.

The Bio Chair:

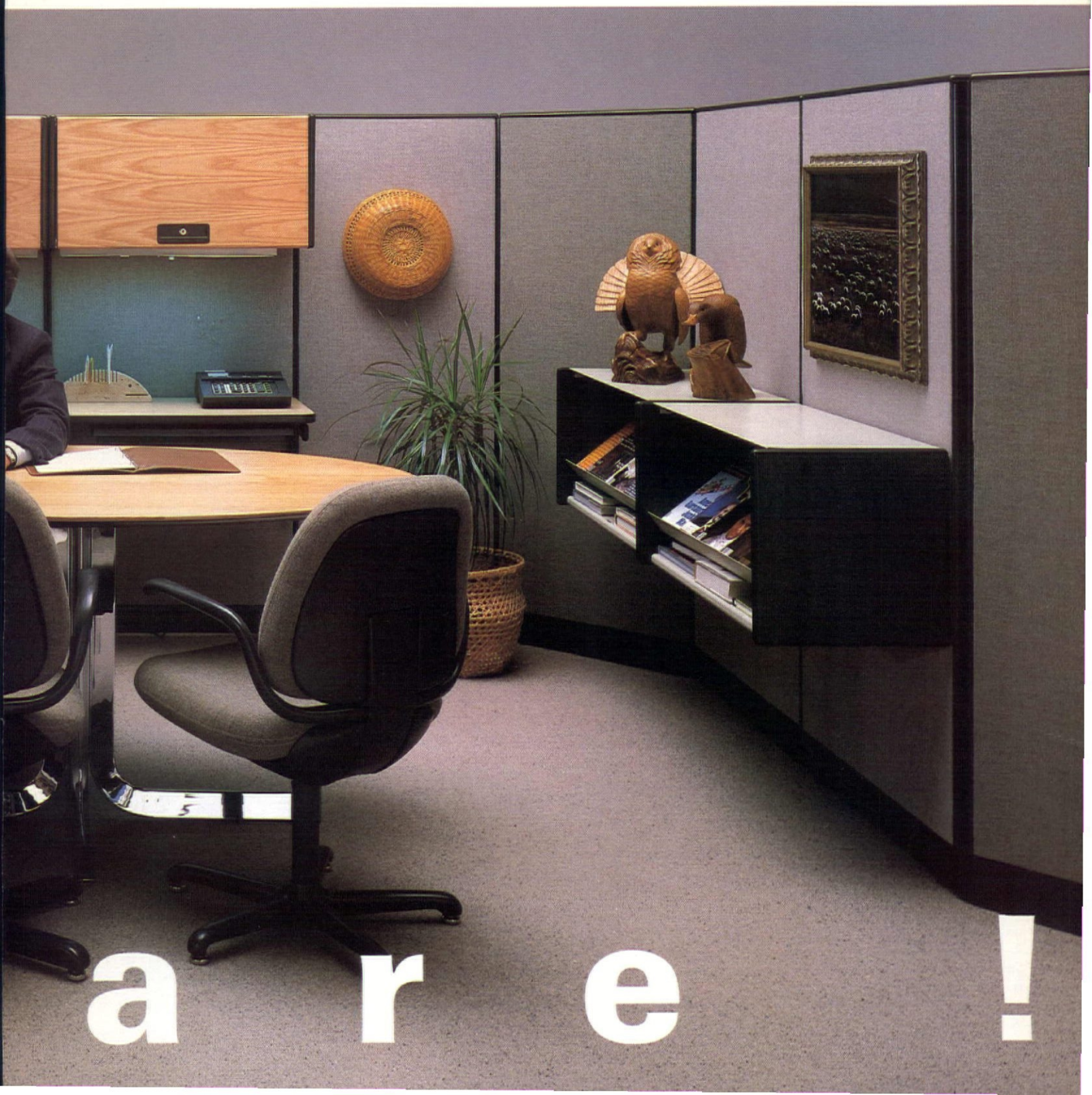
The exciting and beautiful new Bio Chair, with the principles of ergonomics in action, provides healthful user comfort through long, tiring workdays.

Contact your American Seatjng representative for a fully detailed comparison.

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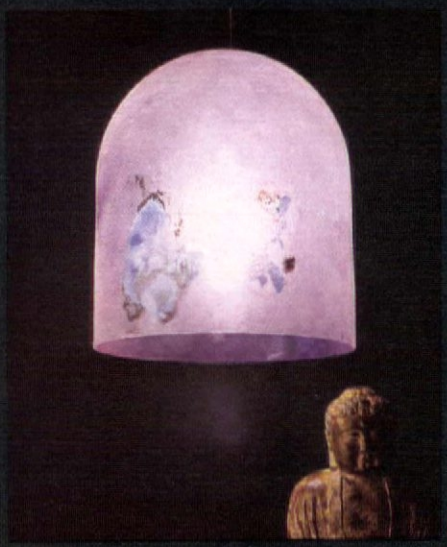
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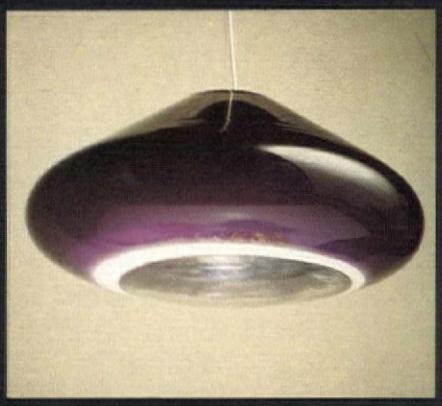
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BARBINI

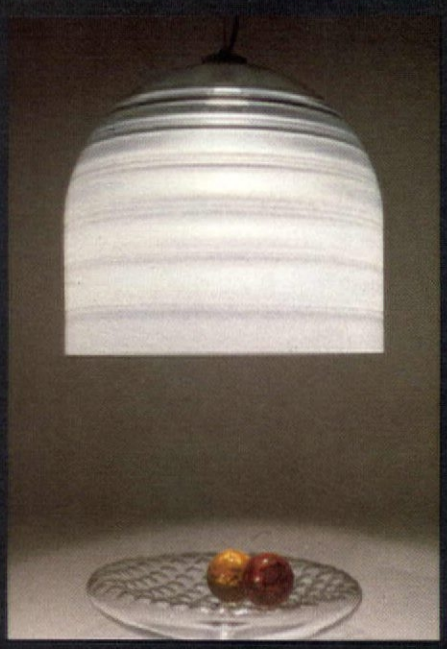
The Barbinis have been making glass in Murano, Venice's glassmaking island since the seventeenth century. This collection has special significance because of the blend of creative, contemporary, Italian design and functional American technology.



Nebula
18" high. 16" diameter. Hand blown, saline etched glass. Amber or rose quartz. 1-150 W.



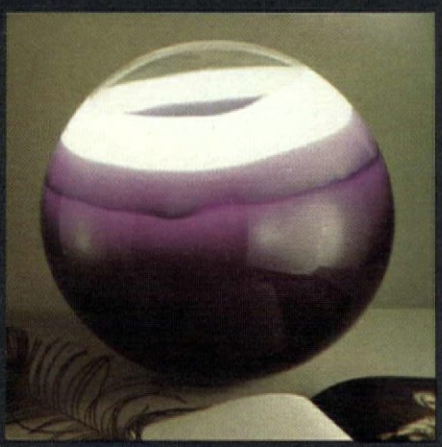
Pantera
10" high. 24" diameter. Hand-blown, varied intensity burgundy, white and clear glass. 1-150 W.



Spiro
14" high. 15" diameter. Hand-blown, varied intensity white and clear glass in varied thicknesses of concentric rings. 1-150 W.



Spiro
20" high. 15" diameter. Hand-blown glass. Saline etched grey/black base. Separate shade with varied intensity white and clear glass in varied thicknesses of concentric rings. 1-150 W.



Tramonto
16½" diameter. Hand-blown, varied intensity burgundy, white and clear glass. 1-150 W.



Nebula
22" high. 16" diameter. Hand-blown, saline etched glass. Matching glass base. Chrome stem. Amber or rose quartz. 1-150 W.

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Everything you need from just one source—Panel Concepts makes space planning simple!

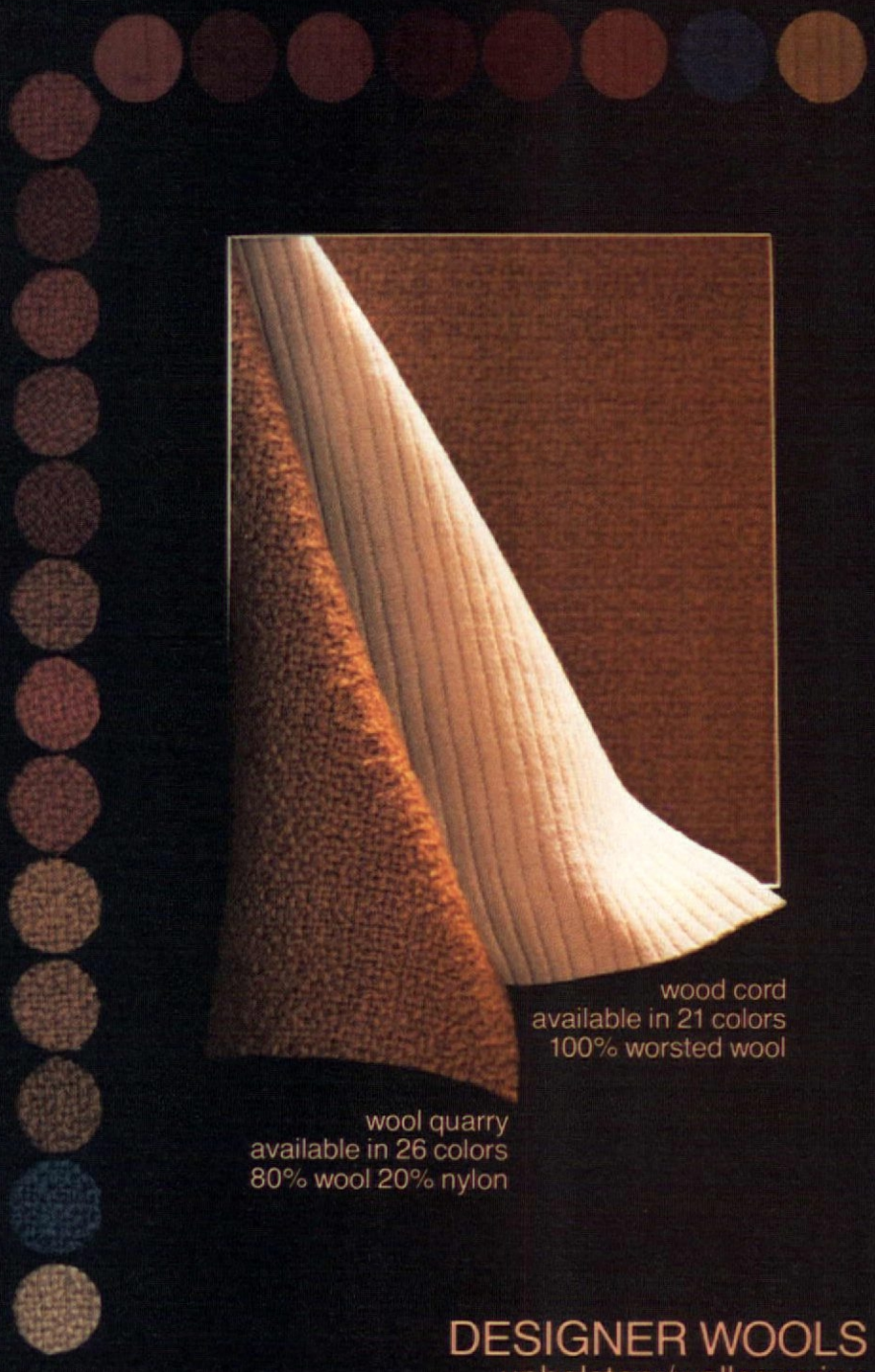


See our complete product line at NEOCON 12, Space 1046.
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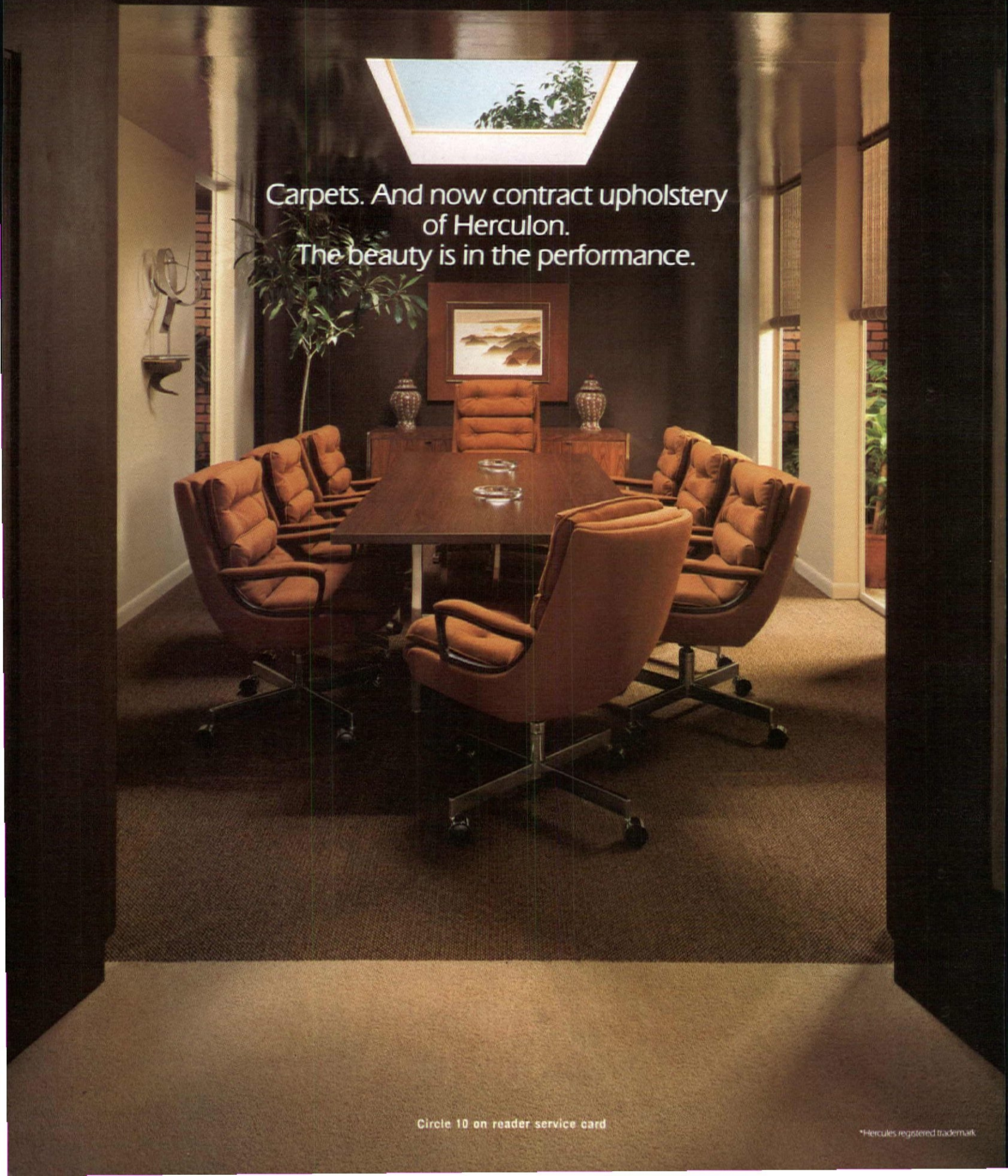
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Carpets of Herculon* olefin fiber always express the finest. But beyond beauty, carpets of Herculon have the proven qualities that have become benchmarks of the industry. And now, Herculon, the #1 brand in residential upholstery, is available in special contract constructions. Offering outstanding resistance to stains, fading and wear. Herculon proves it again. The beauty is in the performance.

Shown: Chairs from La-Z-Boy Contract. See La-Z-Boy in their new NEOCON Space, 1050 Merchandise Mart

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The secret is not why, but Howe.

The secret of a great desk is not why, but Howe.



BIFMA Member

"Behind a Risom/Burr I feel very visible."

"My friends never fail to recognize me behind my Risom/Burr. It lets my personality come through; it doesn't dominate or smother me. This is a priceless quality in a desk. Because, down deep, everyone wants to be visible. Even I."

The Risom/Burr Desk Collection by Howe

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Showroom: 1158 Merchandise Mart, Chicago, IL 60654
(312) 321-1502
Canada: Constellation Contract Furniture, Markham, Ontario



SOURCES

Human Resources Training Center Continental Corporation

Tables: Howe Furniture Corp.
Chairs: Steelcase
Carpeting: Armstrong
Blinds: Louverdrape

Designer puts secret out in the open.

National design firm capitalizes on the adaptability of a desk/table line to create a total-learning environment.

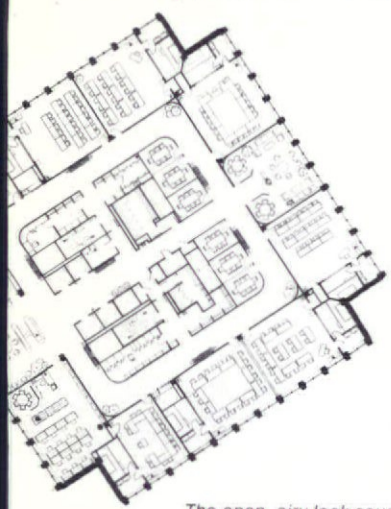
Lewis Butler of Neville Lewis Associates, Inc., a national design firm, planned this sophisticated training floor for the recently completed Human Resources Training Center of the Continental Corporation, Glens Falls, N.Y.

The objective was to create a total-learning environment and, at the same time, develop a comfortable, friendly, lodge-like atmosphere.

Butler achieved his goals by using warm colors, light woods and by selecting tables from the table and desk line designed for Howe by Risom/Burr. Because of their inherent flexibility in meeting both design and performance requirements, Risom/Burr tables are featured in every training room throughout the Center.

Risom/Burr tables of various sizes were chosen to conform to the shape of each room and its seating arrangements. To add to the desired aesthetic appeal, Butler selected a solid beige-colored laminate top for some rooms and light oak wood veneer for others.

Once again, creative designers solve problems by finding the secret behind Howe. □



The open, airy look sought by the designer was achieved with Risom/Burr tables in each of the 16 training rooms of the Center's 9th floor.



SOURCES

Human Resources Training Center Continental Corporation

Tables: Howe Furniture Corp.
Chairs: Knoll
Credenza: Sunar
Floor Lecturn: Van San Corporation
Front Wall: Greensteel
Audio Visual Consultant: Hubert Wilke

The secret of a great line is not why, but Howe.

Tempest Tables

Flip-Top



Folding



Non-Folding



Risom/Burr Group

Folding Table



Non Folding Tables



Desks



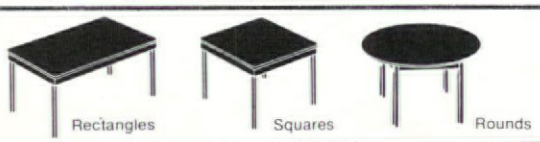
500 Series

Folding



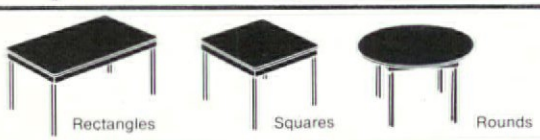
1200 Series

Folding

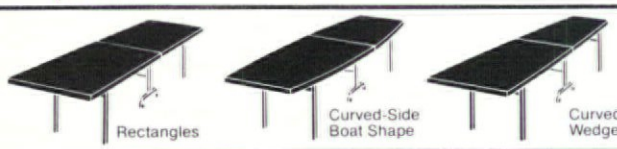


1100 Series

Non-Folding



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Training

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Chairs

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(312) 321-1502
Canada: Constellation Contract Furniture, Markham, Ontario
Circle No. 11 for more information.
Circle No. 12 to have a representative contact you.

ICRM to promote international trade; hold seminars, industry tours

Dalton, Georgia — The first International Carpet and Rug Market, to be held July 13-16, will show more than 10,000 American floorcovering styles and also present a wide selection of carpet and rug products from all over the world. Held at the Atlanta Merchandise Mart, ICRM will be the first world-wide floor coverings market, with more than 300,000 sq. ft. of American carpet and rug manufacturers alone. American companies will exhibit in 175 new, permanent showrooms on floors 3-6 of the mart, and international manufacturers will show in glass-encased showrooms on the mart's first floor.

ICRM's international exhibitors will complement American technique and advancement in tufted carpeting with skin, fur, oriental, and area rugs, woven carpets of wool and other natural fibers, and wall-to-wall contract carpeting. Among the international companies to exhibit: Louis de Portere, N.V. Nelca, Belgium; Cikalon, Robertex, Germany; Van Den Brink, Holland; Karl Eybl, Austria; Tisca, Switzerland; Nanan, Ireland; and Kakunaka, Japan. Designed to encourage and unify all elements of international trade in floorcoverings, ICRM is open to all floorcovering retailers world-wide. The market is oriented toward the development of import/export business, and to this end ICRM is providing an international business center. The ICRM Hall of Information and Services, filling 8,000 sq. ft. of the mart's second floor, will hold exhibits of industry manufacturing equipment, raw materials, and allied products and services. In addition, experts in the fields of export/import, advertising, public relations, and financial services will be available daily. Interpreters, international communications facilities, and travel agents will be on hand at International Business Center.

Seminars will be held on Trends in Installation; American Distribution Systems; United States Carpet Trends; Retail Marketing Techniques in the United States; and The Mechanics of Importing From the United States.

Seven fully-integrated U.S. carpet factories will offer special tours to buyers. Carpet mill tours will depart via bus, with guides and translators aboard, for northeastern Georgia, the center of the carpet and rug industry.



The Atlanta Merchandise Mart, which will house the first International Carpet & Rug Market, carries more than 10,000 carpet styles, plus accessories.

Opening their facilities: Galaxy Carpet Mills; Horizon Industries; Queen Carpet Corp.; Shaw Industries; Stratton Industries; WestPoint Pepperell; and WWG Industries (Trend/Roxbury). Each bus of tour participants will visit one of the seven mills in the morning, where guests will be served complementary lunch, and a second facility in the afternoon. Last stop on the tour will be the Carpet and Rug Institute headquarters where visiting retailers and distributors will be honored at a CRI reception.

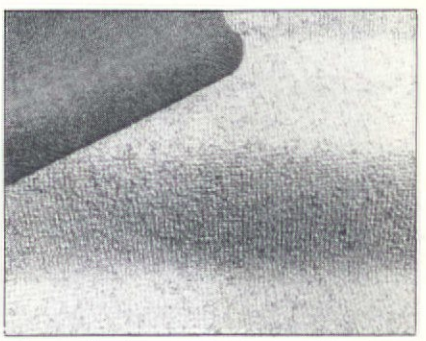
The Carpet and Rug Institute, official sponsor of ICRM, contends that a commitment to international trade will benefit and strengthen the entire floorcoverings industry. ICRM is co-sponsored by the Atlanta Merchandise Mart with the support of the U.S. Department of Commerce, the State of Georgia, Georgia State University, and Georgia Port Authority.



Horizon's showroom in the Atlanta Merchandise Mart exhibits Echoes carpet, a multicolored cut and loop carpet with heat set pile.



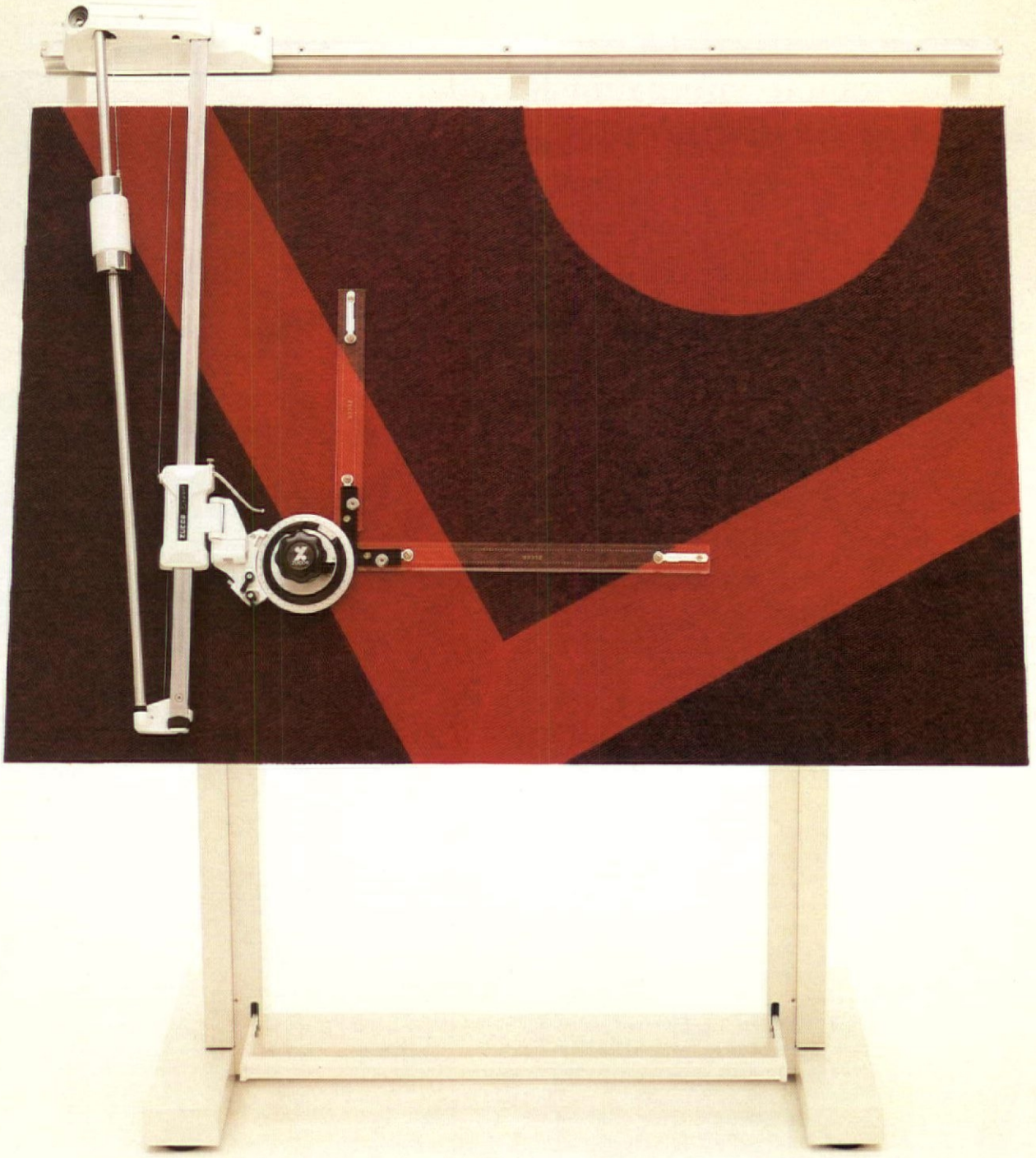
Domaine, striped carpet laid here in chevron design is from Patrick Carpet Mills. It is made of 100-percent Zeflon Subdued Luster nylon from Badische Corp.



Fiber technology of Du Pont and design of Trend Carpet, division WWG Industries, combine to create carpets suitable for heavy industrial use. Both products are made of Antron III nylon BCF, and are soil hiding, Urethane backed.

Exhibitors include: Commercial Mills; Barrett; Berven; Bigelow-Sanford; Blue Ridge; Cabin Crafts; Commercial Affiliates; Firth; Galaxy; Heuga USA; Horizon; and Instant Turf. Also, International Contract Carpets; J&J Industries; Marine Carpet; Magee; Mica; Mohasco; Mohawk; Monsanto; Patcraft; Philadelphia; Roxbury; Scott; Alexander Smith; Stratton; Trend; Walter; and Mort West Mills.

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Tretford Broadloom is fusion-bonded and can be cut in any direction. It won't unravel or fray. Is virtually static free. Provides excellent acoustical benefits. As well as energy-saving insulation qualities. And it carries a Class A flammability rating. For continuous installation, Tretford broadloom literally flows over floors, walls, partitions, platforms, benches and columns. Two meters (6′7″) wide, broadloom is available in 38 colors.

Tretford Movable Modules are ideal for loose-lay installation with easy rotation or replacement in the future. Available in most Tretford colors, modules square off at a half meter (19 11/16″).

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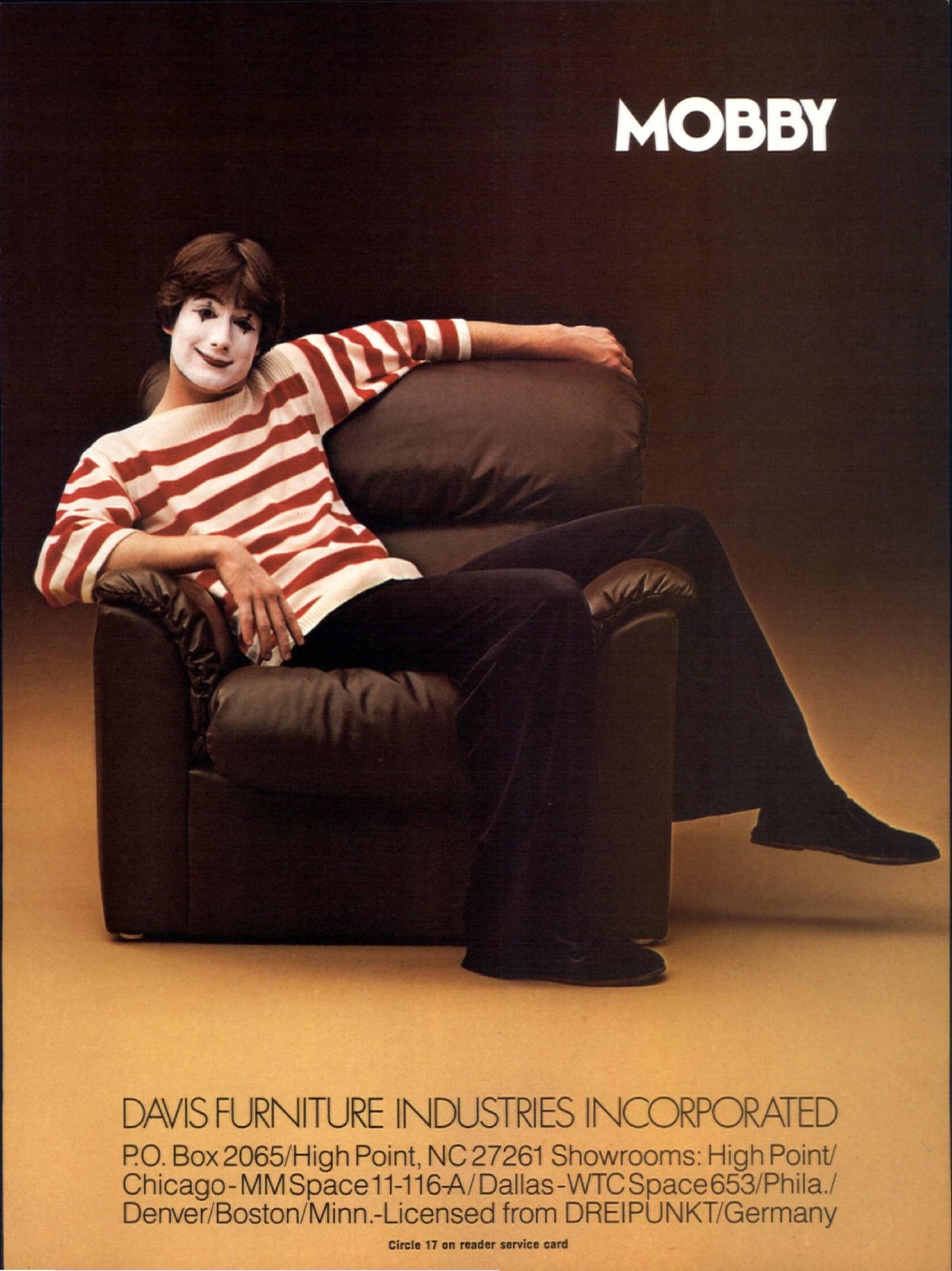
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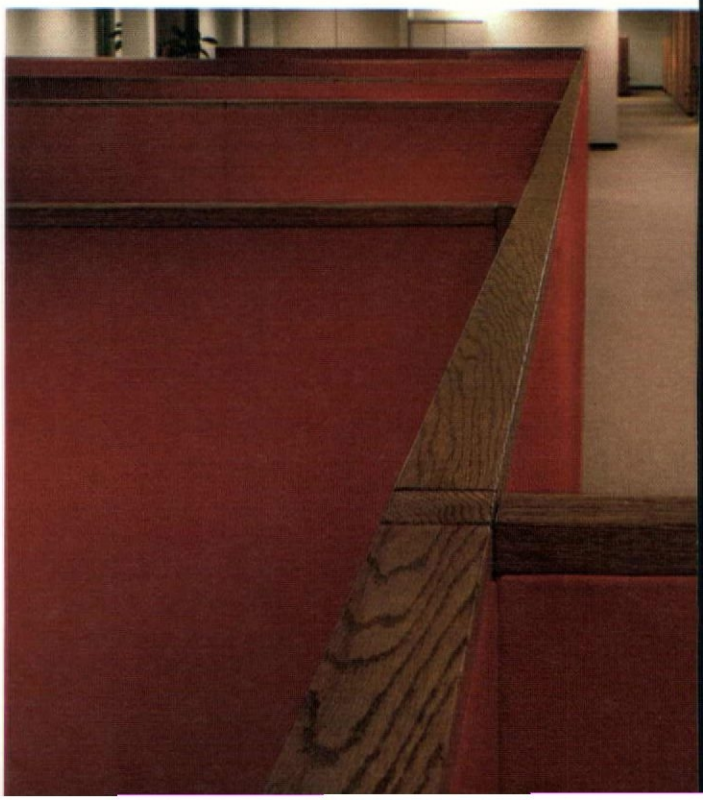
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These photos illustrate the features that prompted this purchase of over a mile of Harter/Wall — long straight runs, warmth of oak frames, LockSlide junction (circled) that positions intersecting walls within work areas.

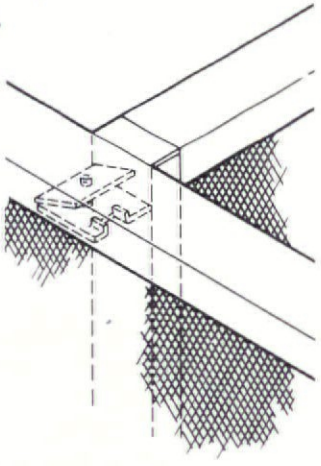




When to choose HARTER/WALL instead of Herman Miller, Steelcase or any post-and-panel system

There are certain open office system requirements for which Harter/Wall offers optimum solutions. For instance:

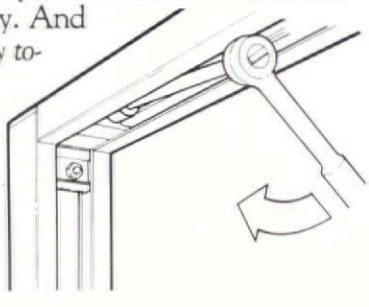
When you're planning to use existing furnishings.



With Harter/Wall you can accommodate any furnishings within a fraction of an inch. Or adapt to any building feature. Because our patented LockSlide™ wall feature lets you bring intersecting walls off virtually any point on any panel. Not just at panel seams as you must with post-and-panel systems. And the panels can be of different heights! So you enjoy unmatched freedom of design for your work station configurations.

And when you do have existing furnishings, with Harter/Wall you already own half your open office system!

When you want architecturally true lines.

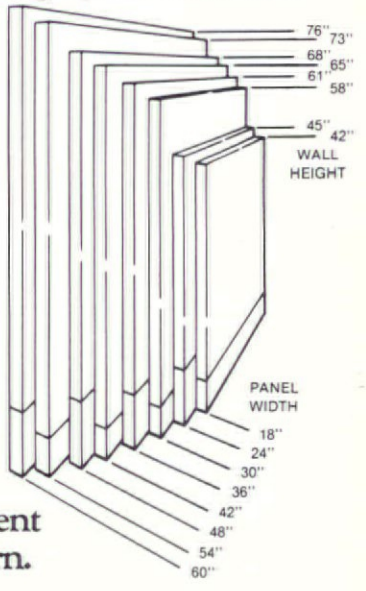


Harter/Wall has a unique dual-frame construction for uncommon rigidity. And the frames *bolt securely together*. No hinge or connector post weaknesses. Your lines are arrow-straight, clean and uncluttered. Even on long, long runs.

When you need more choices of panel widths, heights, colors and frames.

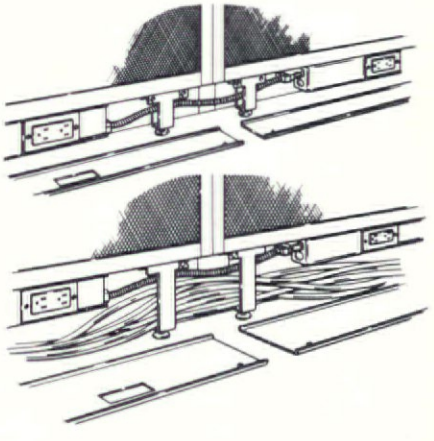
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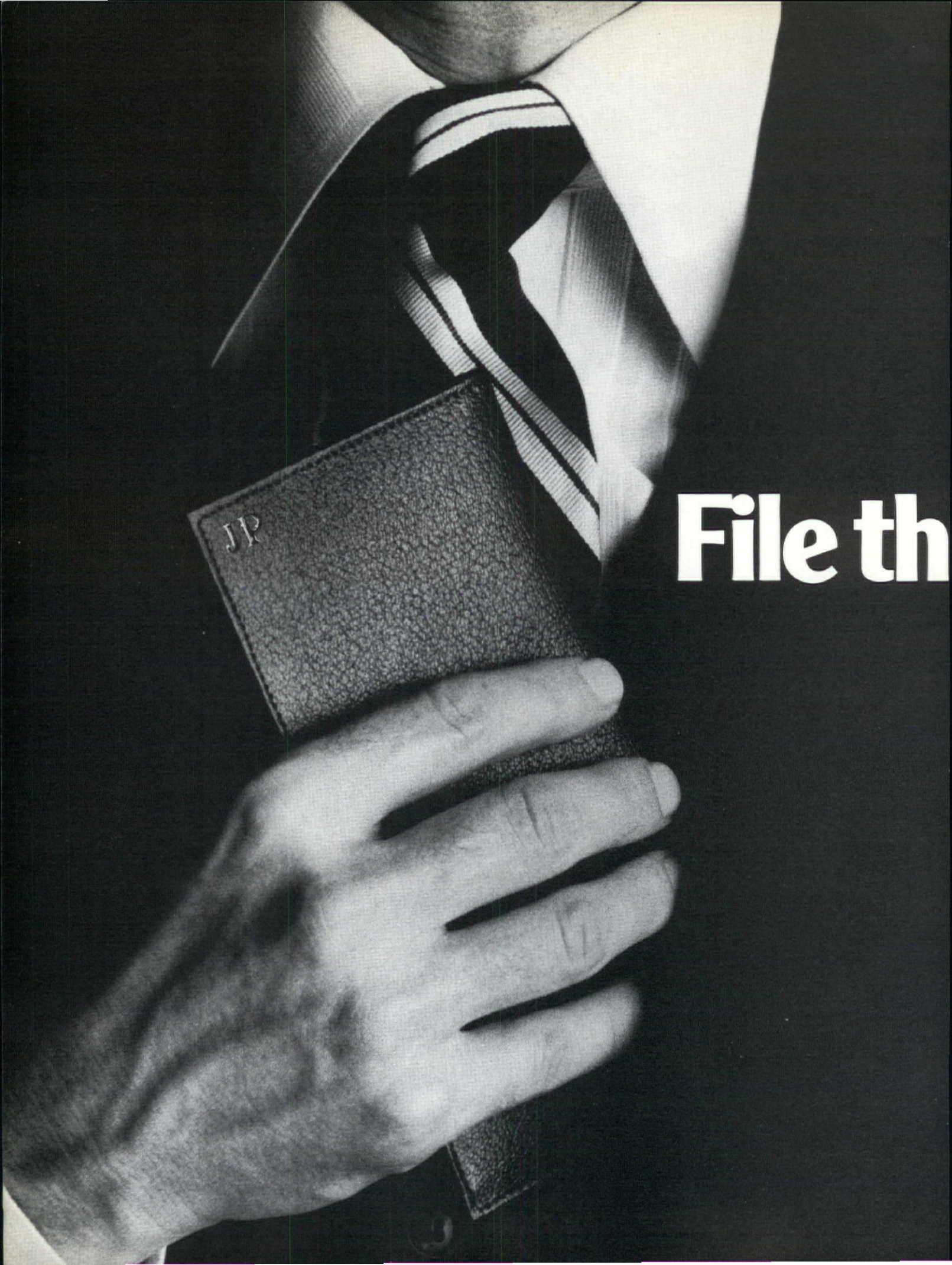
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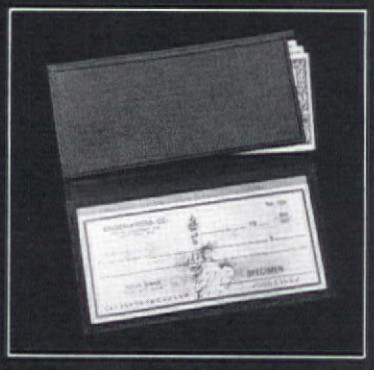
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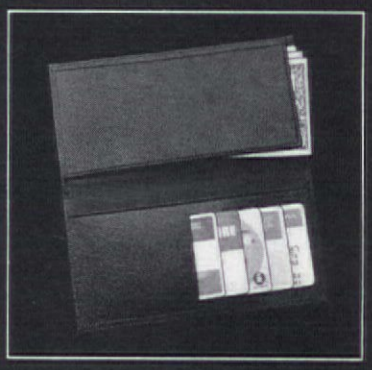
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Papers invited for IEMFIS seminar program

Chicago — Papers are now being invited for representation in the seminar program of the International Energy Management & Facilities Improvement Show (IEMFIS) which will be held November 18, 19, 22, at the Merchandise Mart's Expocenter.

The event, intended to help owners and managers of business and industry achieve savings and self-sufficiency in energy, concentrates on practical, currently available methods and equipment for reducing energy costs. Individuals attending IEMFIS may or may not be technically expert in the energy field, however all will be executives responsible for bottom-line decisions in their firms. Seminar managers are encouraging the submittal of papers which elaborate principles and benefits in terms understandable to a generalized business audience. However, more technically sophisticated presentations may be necessary on a number of topics.

Papers are invited on any topic providing answers to business people on practical energy conservation, management, and cost reduction. Among possible topics: case histories of significant energy savings in commercial or institutional buildings; what is energy management and how does one start; alternative energy sources to aid conventional systems; governmental benefits for energy improvements, tax credits; computerized energy management systems. For data: (312) 329-1284.

Kimball International acquires Group Artec from Architectural Fiberglass

Jasper, Ind. — Kimball International, Inc. has acquired Group Artec from Architectural Fiberglass Co., Los Angeles. Architectural Fiberglass will continue its marketing concentration on a line of geometric planters, litter receptacles, sand urns, and seating. In the April issue, CONTRACT erroneously reported that Architectural Fiberglass had divested itself of Kimball International. CONTRACT regrets this error.

IDCA 80 explores man-made environments, design in nature

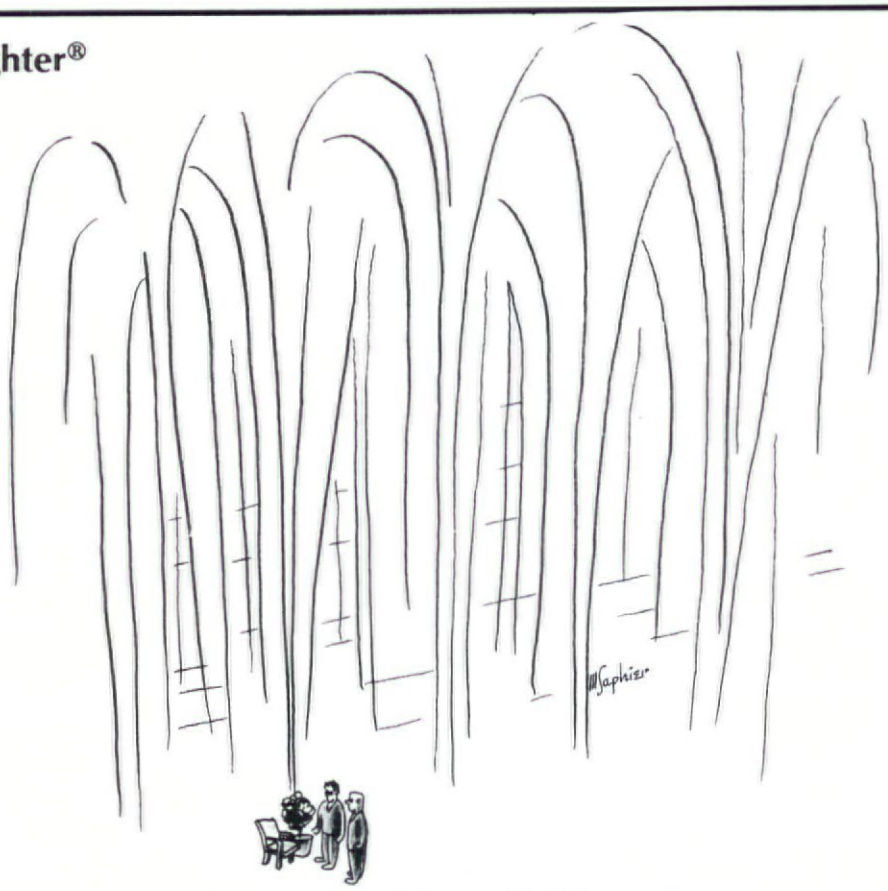
Aspen — The 1980 International Design Conference in Aspen, to be held June 15-20, will examine the many facets of design in nature and man-made environments. Entitled Form and Purpose, the conference will evaluate prevailing attitudes and values of contemporary designers. Present-day technology, energy, and availability of resources will be examined.

Speakers include Peter Stevens, architect and author of Patterns in Nature; Oliver Selfridge, information systems designer; Bernard Rudofsky, author of Architecture Without Architects; Robert A.M. Stern, architect and professor at Columbia University. Also, James Marston Fitch, architect and historian; Christopher Alexander, professor of architecture at University of California at Berkeley, and author of *A Pattern Language*. In addition to the speakers, several international designers, architects, and writers will be present during the week as IDCA Fellows through a grant from IBM Corp.

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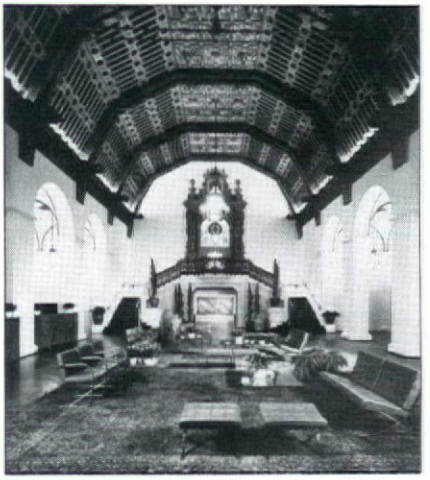
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Accessibility, energy figure in AIA Honor Awards

Washington, D.C. — Energy-conscious and barrier-free designs figured significantly in the 13 buildings selected for The American Institute of Architects' 1980 Honor Awards. Winners range from a remodeled passive solar building to a restored, mixed-use 22-acre historic district. Winners in the current use category: Indiana Bell Telephone Switching Center, Caudill Rowlett Scott; Heaton Court, Goddy, Clancy & Associates; Colonial Church of Edina, Hammel Green & Abrahamson; Qume Corp., Hawley & Peterson; Environmental Health Laboratory, Holabird & Root; Wayne State University Health Care Institute/Detroit Receiving Hospital/Detroit Medical Center Concourse, William Kessler & Associates, Zeidler Partnership, Giffels Associates; Southern Service Center for Equitable Life, Wolf Associates Architects. Extended use: Market Square Historic District, Anderson Notter Finegold; Frank Gehry residence, Frank Gehry, FAIA; Arts and Industries Museum Smithsonian Institution, Hugh Newell Jacobsen, FAIA and Smithsonian Institution, Office of Facilities Planning and Engineering Services; Landmark Center, Perry, Dean, Stahl & Rogers; Biltmore Hotel, Ridgway; New York Townhouse, Robert A.M. Stern Architects.



Restoration and renovation of the 54-year-old Biltmore Hotel in Los Angeles by Ridgway Ltd. was awarded by the AIA jury for its complete attention to detail and follow-through.



Holabird & Root's pleasingly scaled Environmental Health Laboratory in St. Louis won a 1980 AIA Honor Award for its refined solution to a very high-tech, complicated program.

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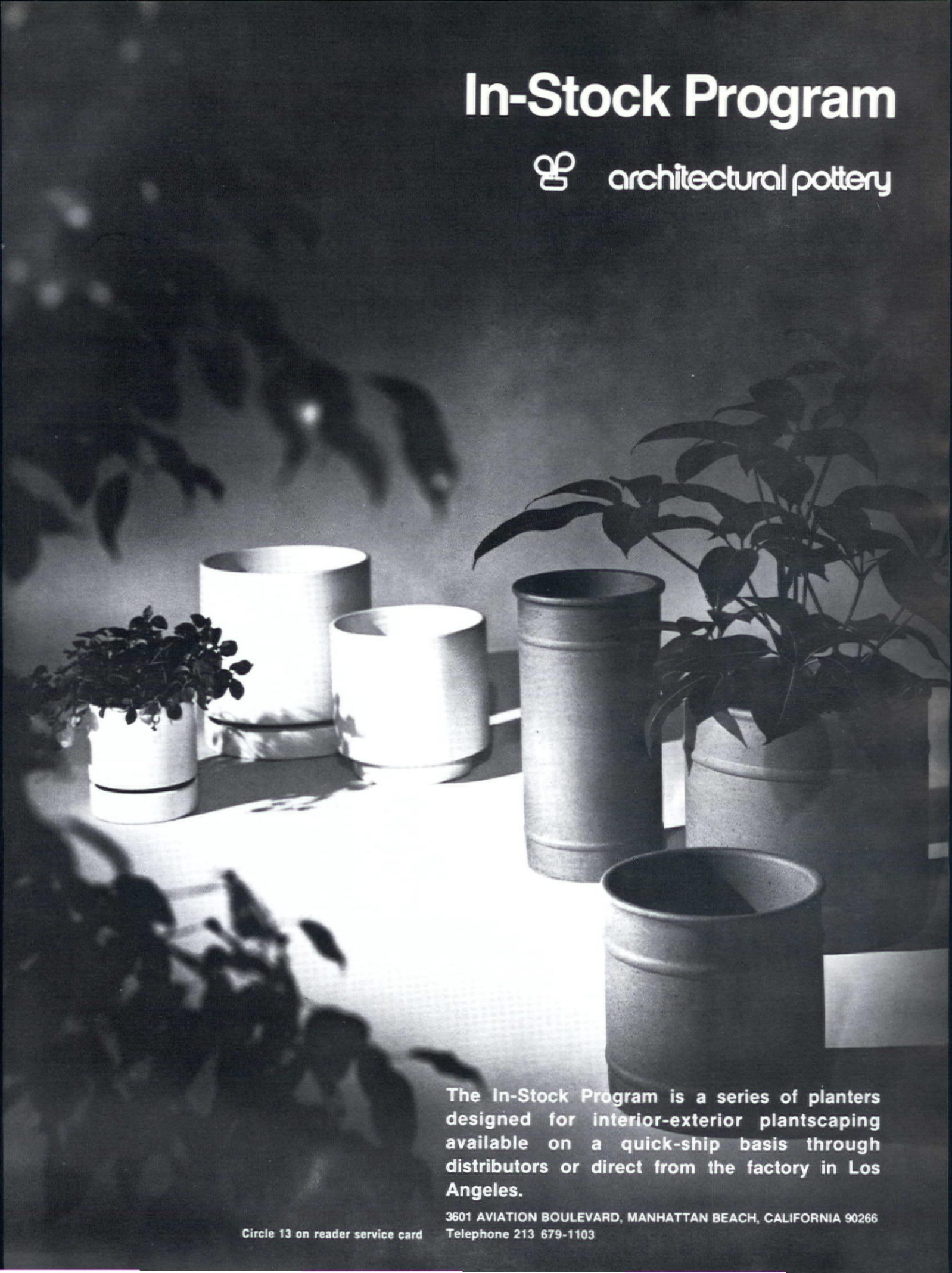
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Call for Parsons Class of 1959 reunion at ASID

Fullerton, Calif. — H. Cliff Ivester, ASID, is currently involved in putting together a reunion of the 1959 Parsons School of Design Interior Graduates and friends during the National ASID Conference in New York, August 21-25. Those wishing to respond, contact: H.C. Ivester, ASID, 607 East Chapman, Fullerton, Calif. 92631; (714) 879-1400.



The In-Stock Program is a series of planters designed for interior-exterior plantscaping available on a quick-ship basis through distributors or direct from the factory in Los Angeles.

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NEOCON SPACE 1671

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If you decide on this move, we have a complete line of side and arm chairs scaled for space productivity.

Du Pont TEFLON® soil & stain repeller

Double jumping to this square, opens a showing of an entire line of traditional room chairs in 50 styles to meet most design and specifier needs.



13P153

We want to deal DIRECT with you as Designers, Specifiers, Corporations, Owners and Management Companies. Eastwood has something to offer all of you. Our line includes: small Desk Chairs, Games Sets, Accent Chairs, Imports & Sofas.

HERCULON®

This crowning move unleashes our transitional products. These provide flexibility, clean lines and affordable prices. This move also creates a complete line of occasional pieces.



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A complete catalog, swatches, room planning, budget planning, coordinated product information and Direct Personal Services are all yours by calling (800) 423-5511 (outside California) or write to the attention of Ruth Kaiser.

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339195

If you are at a standstill, this square shows you a contemporary paradise of form, design and style that will meet the tightest budgets.

as an option
Feel the difference with



marflex® CUSHIONS

Win with elegance & design and profit with Eastwood's Italian Import Collection. Regal styling and vast selections to suit your contract needs.



101

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VistaScreen™

Clean, uncluttered design at a very affordable price.

Open plan simplified . . . that's the VistaScreen idea. This economical new screen offers all the flexibility required in today's open plan office.

Featuring soft radius corners, plush fabric and movable stabilizer bases, VistaScreen is designed to stand up to the heaviest office traffic and still look great.

Best of all, VistaScreen is available through Vogel-Peterson's quick-ship program, the V-P Express, for immediate delivery.

Get all the details on VistaScreen. Write Vogel-Peterson, Elmhurst, Illinois 60126. Telephone (312) 279-7123.

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To receive a complete set of Plexiglas Designer Series color chips and a poster based on the distinctive "Stepped Stabile" configuration shown above, circle the reader service card number.

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Plexiglas acrylic plastic is a combustible thermoplastic. Observe fire precautions appropriate for comparable forms of wood. For building uses, check code approvals. Impact resistance a factor of thickness. Avoid exposure to heat or aromatic solvents. Clean with soap and water. Avoid abrasives.

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THE ART OF ANTHROPOMETRIC DESIGN.
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Techtonic Seating
by Jonathan Ginat.
Sculptured curvilinear design
on a contemporary scale.
Outlined in distinctive double welting.
Incomparable support and
comfort through anthropometrics.
Aesthetics and the human form
in perfect harmony.
Conceived by Jonathan Ginat.
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Circle 29 on reader service card

Wood window furniture takes a beautiful new slant.



It's new vertical wood window furniture by Nanik. In two styles: Parquet (left) and Serré (center, right), with your choice of 3½" or 5" vanes and one of 20 standard stains. For 12-page catalog, write Barbara Buehler, Sales Manager, Nanik, P.O. Box 1766, Wausau, WI 54401.

Nanik

apogee

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The view at the top



Meet 500 Series seating from Cole Business Furniture, designed by Jerome Caruso. This complete line of seating offers everyone a custom fit, whether they're 6'5" or 5'2".

The management chairs gives top executives top comfort, and top value too. The chair seat moves forward and backward for individualized fit and excellent back support. There's the adjustable lumbar support, along with a handy seat height adjustment. The smooth tilting mechanism lets you lean back to relax and helps reduce fatigue.

Throughout the day, the chairs readjust in seconds—to meet the demands of each task, from a close look at the books, to a half-hour conference on the phone.

Looks are important too. Select from coordinating upholstery and color finishes. Order shells, fabrics, bases, and arms in the same color, or intermix colors to create a special look.

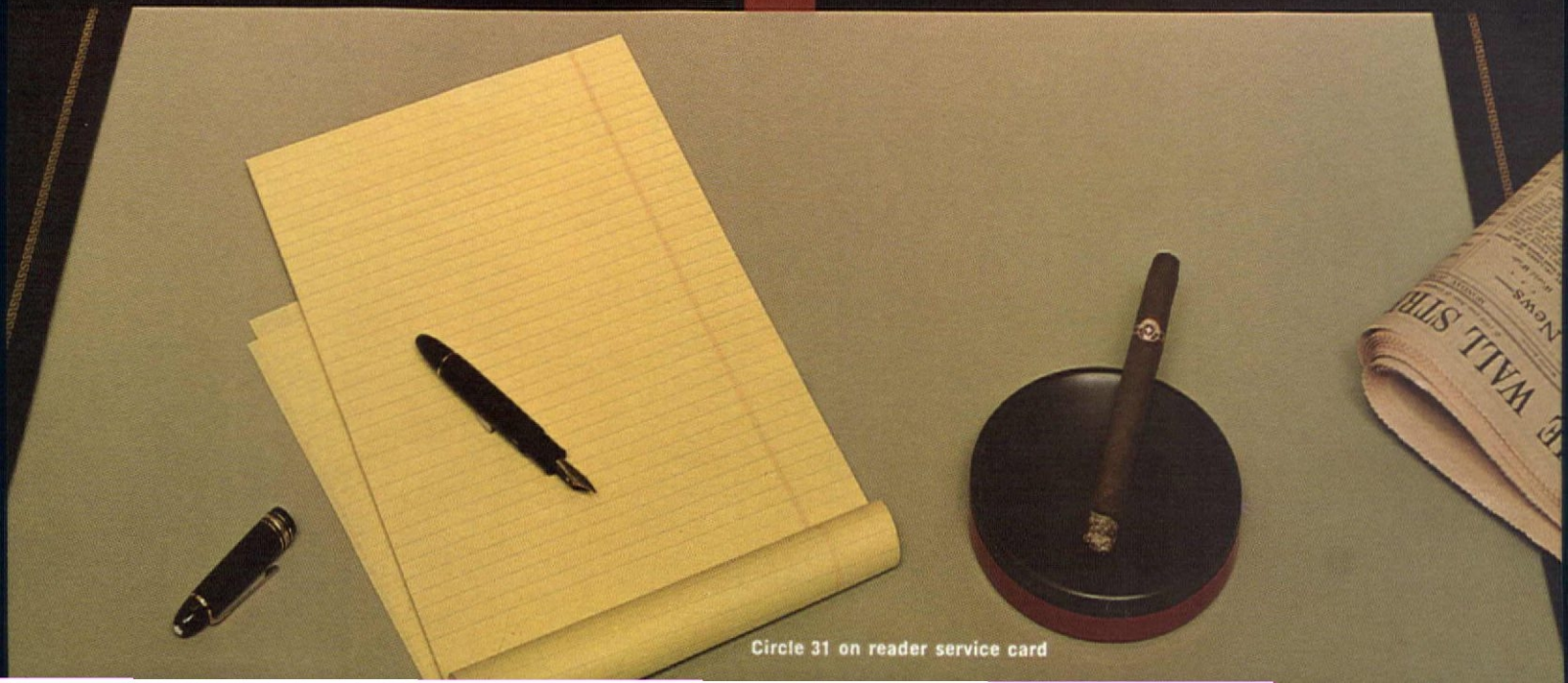
Best of all, you can seat the entire office with over 15 models to choose from.

Try us on for size.

For your nearest COLE dealer call these toll-free numbers:
800/233-9321 in eastern United States
800/632-9095 in Pennsylvania
800/233-9363 elsewhere

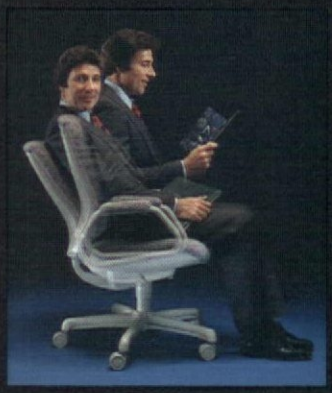
COLE
LITTON BUSINESS FURNITURE

Come view The 500 Series at NEOCON 12. Suite 1147, The Merchandise Mart Plaza.



Circle 31 on reader service card

Introducing ConCentrx™



Synchronized Articulation.

Only ConCentrx offers this new body support concept. A unique pivotal design allows the chair to follow natural body movements in leaning forward or back. Feet stay firmly on the floor throughout the full tilt range. Result – less fatigue, blood flow is not interrupted. Since the seat pan drops as the user leans back, knees aren't pinched under the worksurface and line-of-sight is not changed.

Touch-Adjust Control Panel.

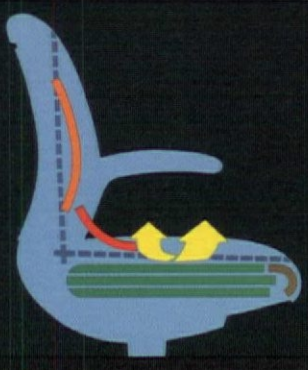
(A) Back attitude control. This button locks the chair in an upright position, or puts ConCentrx in the full-tilt mode. (B) Pneumatic height control. Available as an optional adjustment to automatically adjust seat height. (C) Seat attitude control. No other chair offers this feature. The seat front is adjustable from five degrees to eight degrees, or any position in between.



(D) Personal comfort control. This small knob permits tension adjustment to exactly suit individual body weight and height.

Human Factors benefits – six features to help people work better.

These benefits begin with the size of the chair itself. ConCentrx has been precisely scaled so that its narrower back gives people elbow room on the job. And a smaller size = less space.



- Tri-density foam. Three densities, precisely distributed. Relieves pressure on sitting bones and insures correct body support at every contact point.
- Contoured back with posture-correct lumbar curve. Result: better support.
- Correct seat-to-back angle. Distributes body weight better.
- Waterfall front and 3° adjustable front edge. Relieves thigh pressure.
- "Comfort Pocket." Contours encourage proper seating while allowing for free movement.
- Side-to-side seat contour. Correctly distributes body weight and protects sensitive projections on upper thigh bones.

Sixteen styles.

ConCentrx is available in a choice of manager's or operator's model in sixteen styles, six shell colors, six monochromatic color combinations. You can choose from three arm options in the manager's model, cantilever arm or armless in operator's model, and more than 250 fabrics, including the new Steelcase Counterpoint Collection.



Fits 5th to 95th percentile.

People come in all sizes. And ConCentrx is designed to fit nearly all of them.

ConCentrx fits different jobs as well as different people. The importance of this is underscored by the new Lou Harris Poll findings – "86% of office workers use a chair that's like that of other workers... *even those who do different work.*"



Control Center seating for today's computerized office.

The "workstation" of the 70's is obsolete...along with shorthand, carbon copies, and the fountain pen.

In its place are Control Centers...the new work areas of the 80's...systems furniture-oriented with consoles to accommodate CRT terminals, interactive printers, digital plotters, and related equipment so vital in today's computerized offices.

And the seating for the Control Center operator is even more vital...requiring more than average support and comfort; greater freedom of movement and more and easier comfort/function adjustments.

For a close look at this new seating concept, visit your Steelcase Regional Office, or see your Steelcase representative.

Steelcase

For worldwide product, service and sales information, write P.O. Box 1967, Grand Rapids, MI 49501. Call toll-free 800-447-4700. In Illinois, 800-322-4400.

Circle 32 on reader service card

Who Reps What: P.J. Contract Sales reps Domore, Haws

I.K.D. Corp. has appointed Paul Jacobs and Jack Fishkin of **P.J. Contract Sales** to represent both **Domore** office furniture and **Haws** Serieseven products in the metropolitan New York area .... **Bangor Wholesale Laminates** will serve the greater Bangor, Maine, area as distributor of **Wilsonart** brand decorative laminates for **Ralph Wilson Plastics Co.** .... **Standard Floor Covering, Inc.,** will distribute the **Everest Carpet** line of **Columbus Mills** in southern Illinois, Missouri, and Kansas .... **Eldon E. Fender Associates** will represent **Biltrite Furniture** in Kentucky and Indiana, and **Hinchman Associates** will represent **Biltrite** in Texas, Oklahoma, Arkansas, and Louisiana .... **Superior Metal Moulding** will assume distribution for **Berven** custom carpet lines in Maryland, Eastern Virginia, and the District of Columbia .... **Wayne Guthrie & Associates** has become the San Francisco representative for the **Barbini** line of lighting fixtures, imported solely by **Lighting Associates, Inc.,** New York .... **Ardison Fabric Mills** has appointed the following representatives for its line of woolen upholstery fabrics: **Palmer Garland,** Pacific Design Center, Los Angeles, and Ice House, San Francisco; **The Keller Collection,** Merchandise Mart, Chicago; **Design West,** Miami; **Gene Smiley,** Minneapolis; and **Ellen Aronis Heard,** Washington, D.C.

New Showrooms: Ball designs Sunar Toronto showroom

Designed by Douglas Ball, the new **Sunar** showroom in Toronto will present all of Ball's furniture and systems designs as well as new seating and table designs by Vignelli Designs and Gianfranco Frattini .... **Crestwood Lighting,** a division of Brite Metal Industries, has opened its newest showroom at 230 Fifth Ave., New York. A celebration will be held June 21 to entertain members of the lighting industry .... **HAG** has opened a new showroom at the Merchandise Mart, Chicago, and will premiere its new line of office and special seating at NEOCON .... **Design Tex Fabrics Inc.** has expanded its showroom and sales office at the Merchandise Mart. Interior consultant for the project was Jeanne Hartnett & Associates.

Segal commissioned for Port Authority sculpture

New York — Sculptor George Segal has been selected by The Port Authority of New York and New Jersey as the winner of an invitational sculpture competition for a major work of art for the expanded and modernized Port Authority Bus Terminal in mid-Manhattan.

Segal's sculpture, The Commuters, will consist of three life-sized figures waiting to board a bus.

Now: Specify lateral fire protection.



Lateral Fire-Insulated Files from Schwab.

Here's point-of-use fire protection the design professional can appreciate. Available in two, three, and four-drawer sizes. These models complement any open landscape theme... blend with any office decor.

Every business needs fire protection for critical records. Now you can specify a practical solution without sacrificing esthetic or space-planning goals.

Schwab lateral files bear the applicable U.L. label for Class 350-1 Hr. equipment. Optional woodgrained tops and a broad selection of contemporary colors are available.

Write today for illustrated literature and prices.

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Introducing



ANSO IV...is a new patented* product developed by Allied Chemical Research in which the nylon is chemically altered, dramatically changing the surface energy of the fiber so it actually rejects and repels liquid spills, stains and dirt. The effectiveness of this phenomenon is demonstrated below where liquids actually bead up and do not penetrate the surface pile. ANSO IV's soil repellency mechanism rejects dirt in the same way making carpets easier to clean. The result is carpets that look newer longer.

*U.S. Pat. Number
U.S. 4,192,754

Anso® IV

The First and Only Fourth Generation Nylon for Commercial Carpet

Soil Protection...ANSO IV actually rejects soil, even after heavy wear and repeated cleanings. Your carpet stays beautiful longer and responds to cleaning better. Protection is built-in and no other fiber has it.

Stain Protection...ANSO IV repels liquid spills and stains. Protection is effective even after heavy wear and repeated cleanings. Quick removal can prevent or minimize most stains. ANSO IV protection is built-in and no other fiber has it.

Static Shock Protection...ANSO IV static shock control is fully effective and it is permanent. Annoying static shock build up is virtually eliminated. Protection is built-in and no other fiber beats it.

Wear Protection...ANSO IV is crafted under the industry's most demanding construction specifications assuring maximum ruggedness, durability and wear resistance. Protection is built-in and no other fiber beats it.

Now...for the first time...you can specify carpet of ANSO IV Nylon assuring lasting beauty and continuing satisfaction with far lower in-place costs throughout the life of the carpet installation.

Here's Proof...find out how ANSO IV works and why it works so well. See its remarkable performance and durability proven in comparison tests with other fibers and topical protectors. For a fact-filled brochure write Allied Chemical Fibers and Plastics Company, Home Furnishings Advertising Department, 1411 Broadway, New York, N.Y. 10018.

Anso® IV

ALLIED CHEMICAL NYLON

Circle 35 on reader service card



Classic Forms

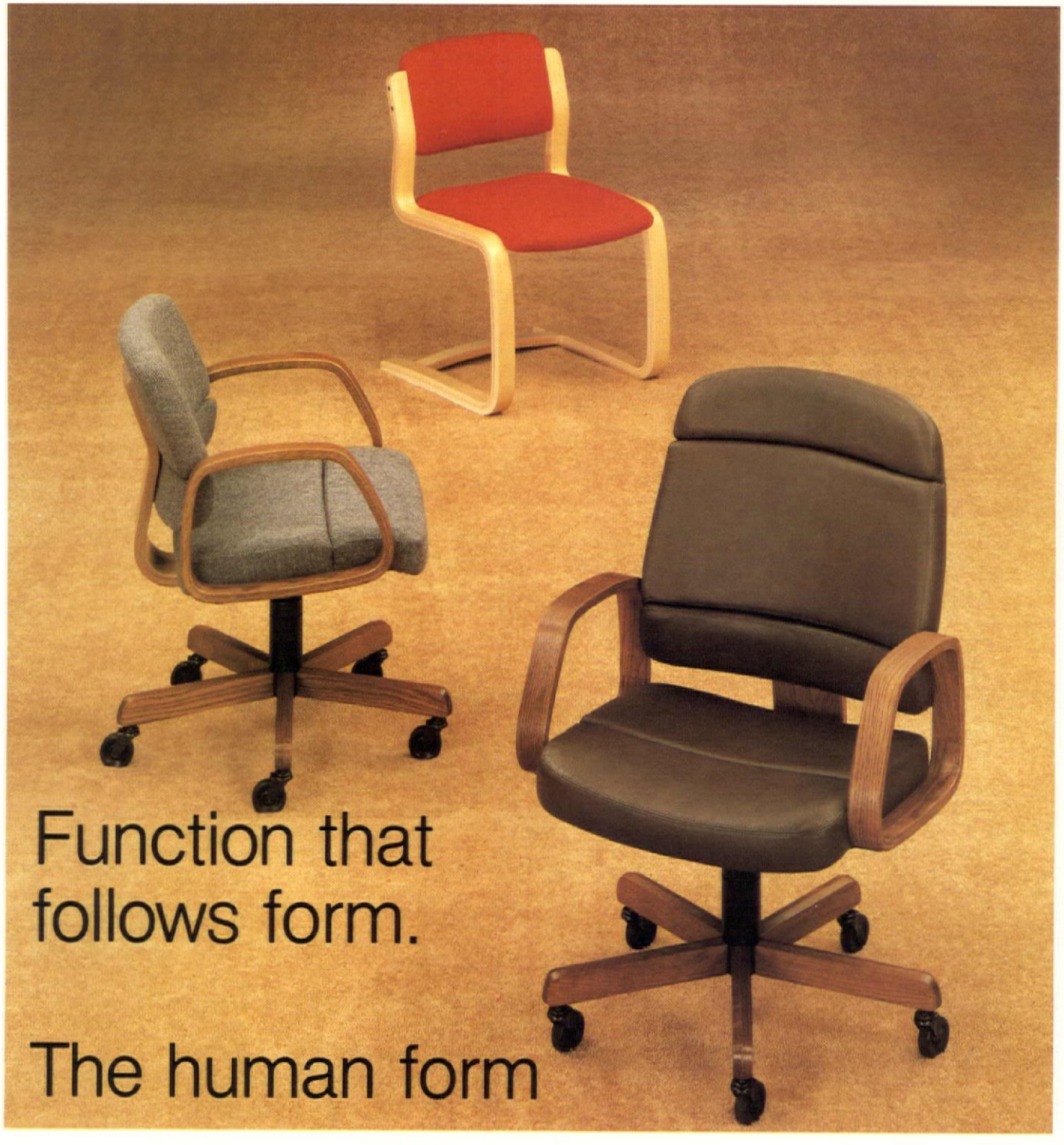
Fiberglass drum and cube tables in fifteen designer colors

Showrooms in New York, Chicago, Dallas, Denver, Los Angeles, San Francisco, Seattle, Jackson

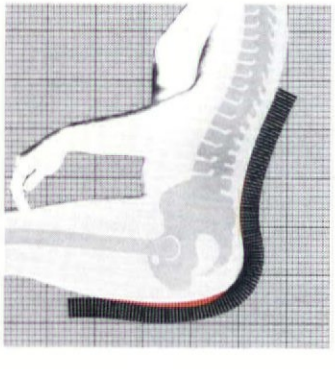
Visit us at NEOCON XII in the exhibitors building Suite 2 South 325 North Wells Street

Smokador

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Sculptured wood laminations give this new, moderately priced seating system a warmth to blend with any office. And you get such a range of choices! High back or medium back executive, secretarial, leg base or sled base side chairs. Plus, of course, the Harter Comfort Curve™ providing proper posture support throughout the working day. You can see — and feel — the result of 50 years' experience in this innovative new series by Lou Mark, Harter design staff.



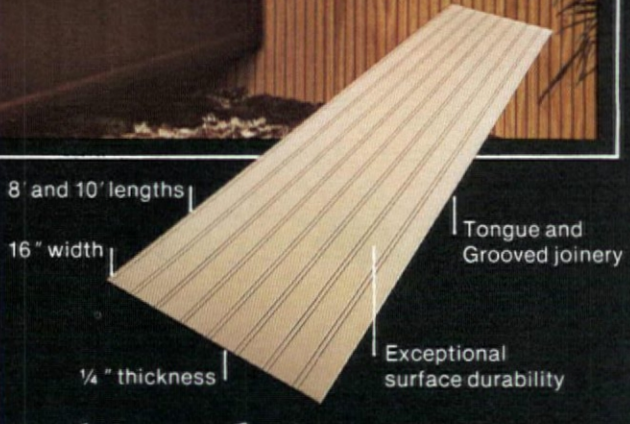
THE NEW HARTER MARK I CHAIR SERIES

- Sectional cushions with controlled density support
- 5-leg base of solid oak bonded to steel is standard
- New slim silhouette tilt control, always smooth and quiet
- Choice of leg base or sled base side chairs

HARTERCORPORATION, **630** Prairie Avenue, Sturgis, Michigan 49091 • 616/651-3201

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The functional aesthetics of Marlite® Brand Plank

Marlite® Brand Plank. It's so much more than a pretty face. It's a unique combination of design features critical in the specification of commercial interiors. Design trend aesthetics that meet color, texture and pattern requirements. An exciting collection of finishes, including deeply-textured and richly-embossed woodgrained designs. A nominal 16″ wide product in 8′ and 10′ lengths for total design flexibility and ease of application. And it's highly functional. Abrasion, stain and scratch resistant. Won't splinter. Resists warpage. Easy to clean and maintain. Compare it to wood. It's not an imitation. It's an improvement. Write for details.

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MASONITE CORPORATION
COMMERCIAL DIVISION
DOVER, OHIO 44622 (216) 343-6621

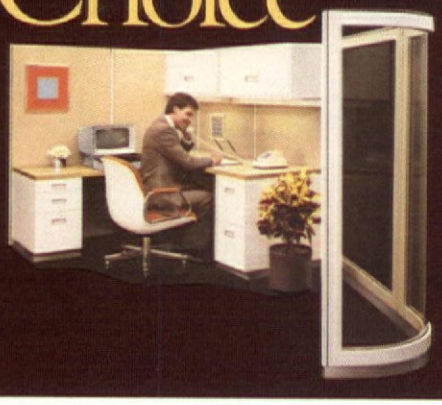
Freedom Of Choice

Choosing All-Steel furniture is only the first of many choices.

All-Steel makes complete lines of components for today's office. But you make the choices about how and when to introduce them into your office plan.

You see, our 8000 Series components are compatible not only with each other, but also with your client's existing contemporary office furniture. So you're not limited to an all-or-nothing choice.

You can retain as much of your client's traditional office plan as you wish. Simply introduce All-Steel 8000 Series components a few at a time.



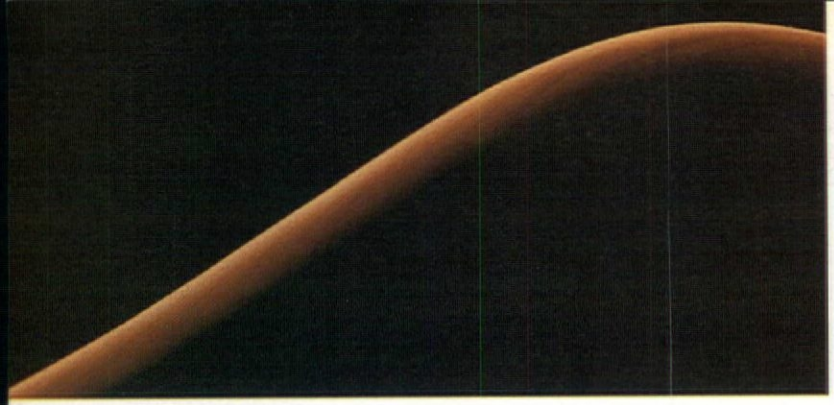
Choose from a variety of furniture styles...a variety of panel sizes and components...a variety of shapes, colors, textures, wiring and communications capabilities. Choose only what you need to serve your requirements.

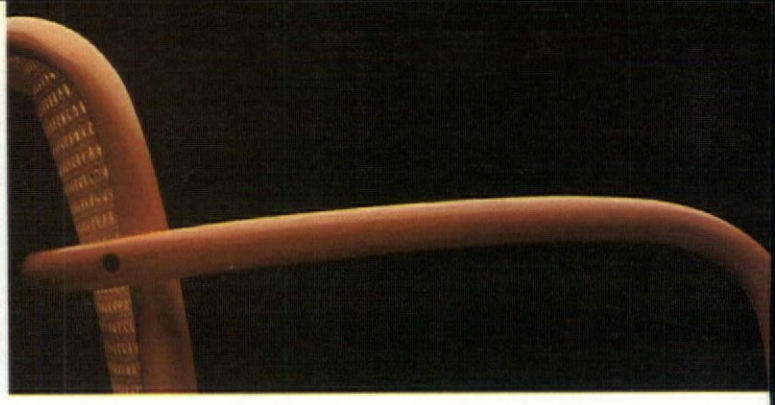
Discover all the choices that can be yours when you choose All-Steel. Call Wayne Wilkins at 312/859-2600, or write for our new 8000 Series Systems Furniture brochure. All-Steel Inc., Aurora, IL 60507.

ALL-STEEL
ONE OF THE CPI COMPANIES

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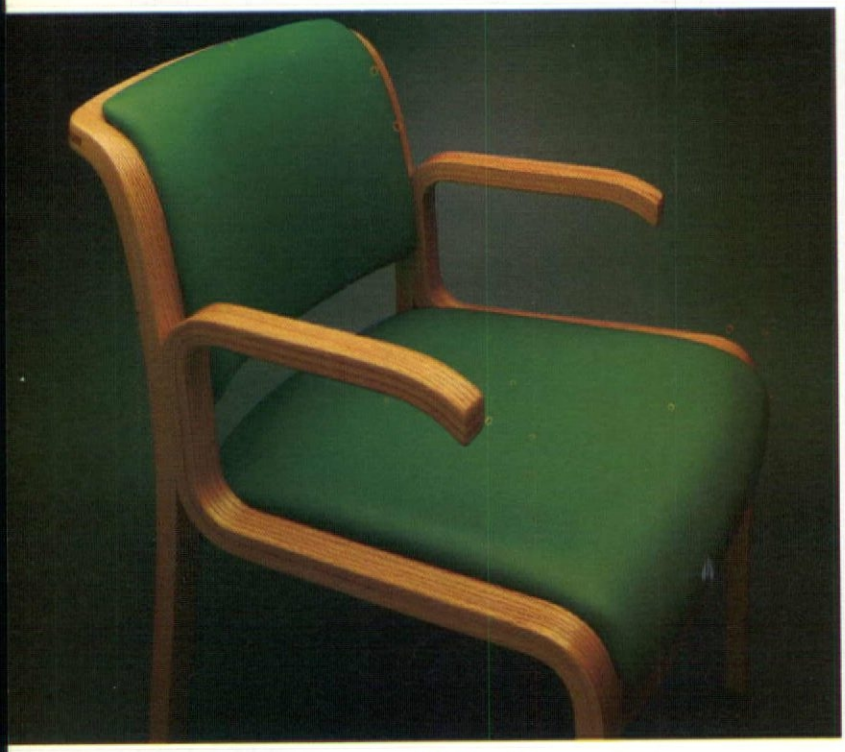


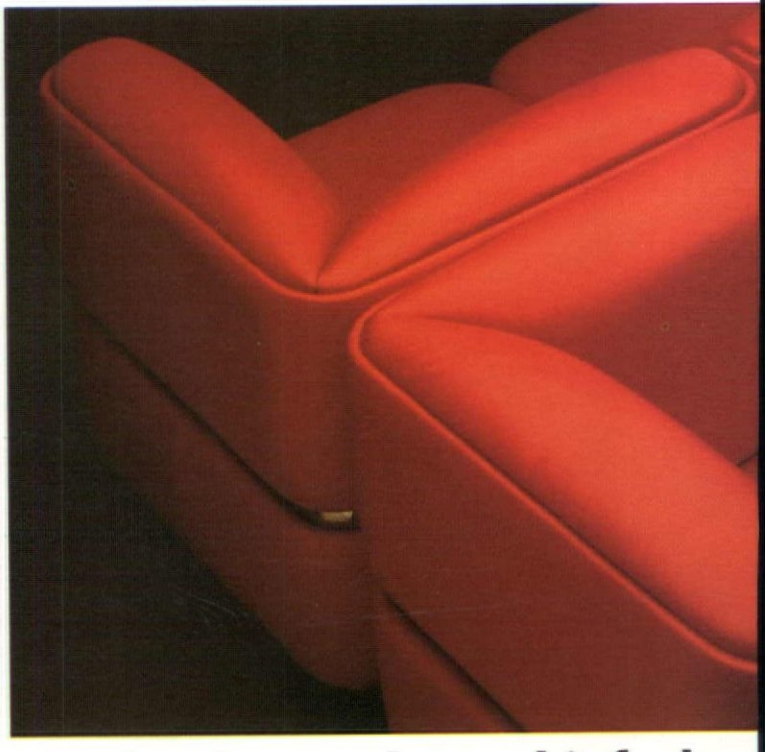
Watch carefully. This is no ordinary line. It starts



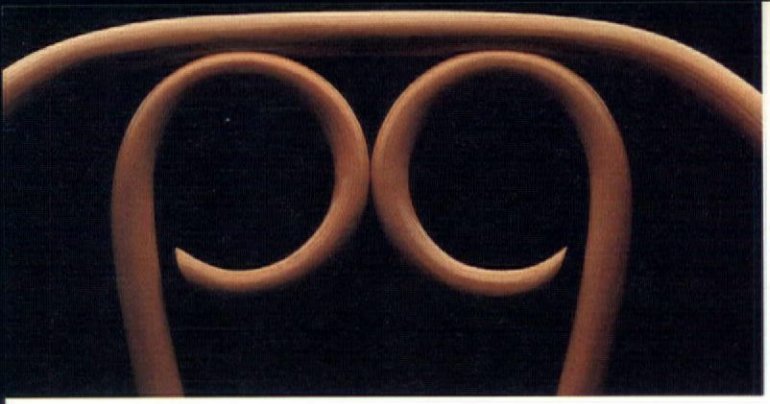


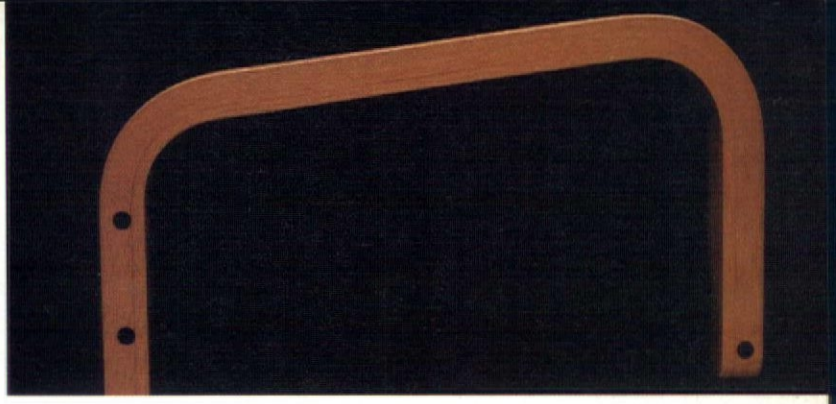
it does something outrageous. But beautiful. And then, there's



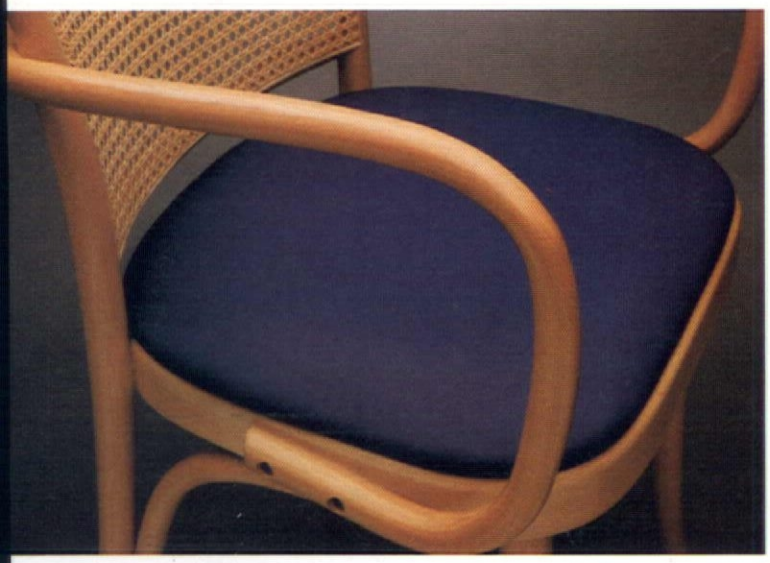


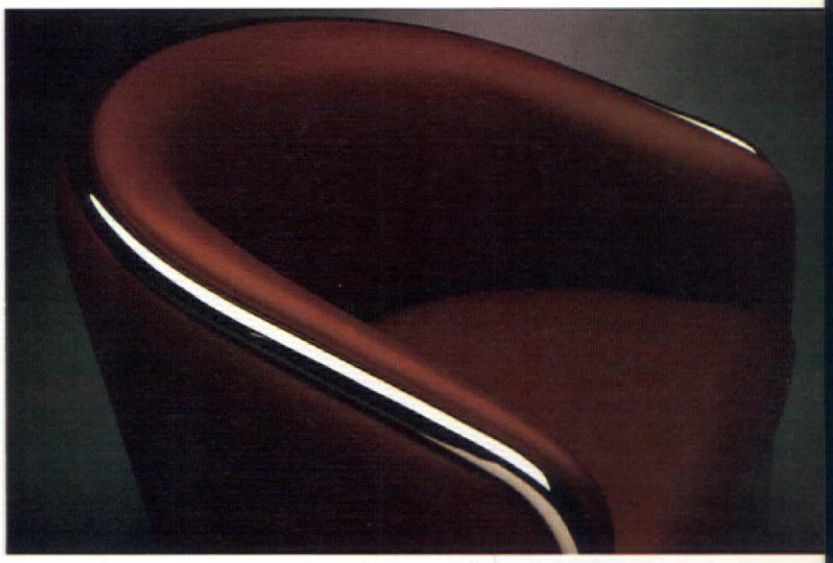
150 years old, Thonet? No, you're timeless. A legend it feels



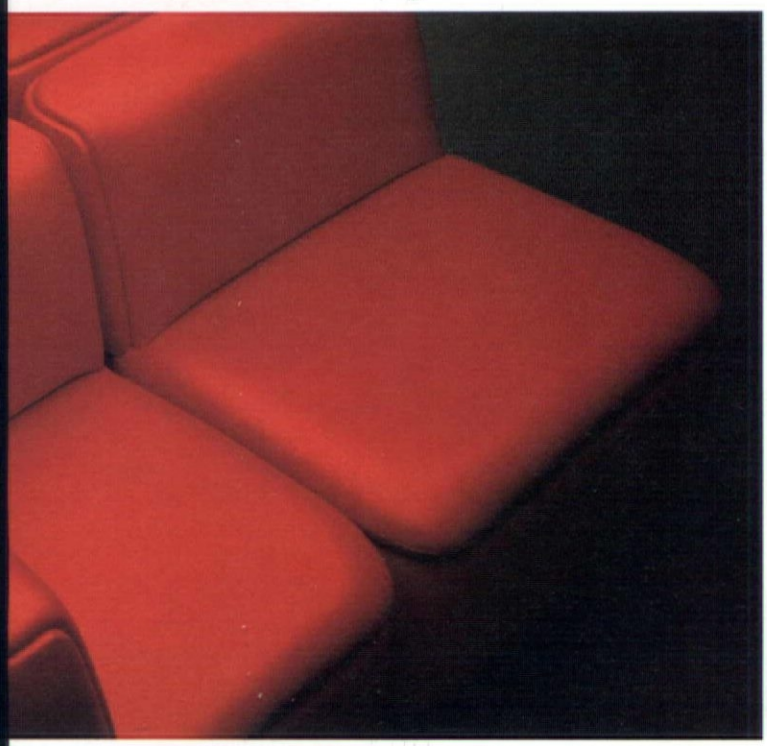


out smooth. Sleek. Understated. And then--wow!--





color. Rich. Racy. Yet, refined. From Naugahyde® Brand Fabrics.





good to be part of.

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We help you do it with style.

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THE ORIGINAL CARPET SQUARES

Client: Royal Bank of Canada, Toronto, Ontario; *Royal Bank Plaza* Architecture: Webb, Zerafa, Menkes, Housden Interior Design: J.C. Preston Ltd. Product(s): heuga flor-s, heuga 575 Installation: 40,000 sq. yds., 360,000 sq. ft. Installation Date: November 1976-April 1977 Photography Date: February 1977

In Canada: heuga canada ltd. 185 Carlingview Drive Rexdale (Toronto) Ontario 416-675-2410

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RESUME

Name: PREMIER SERIES
Address: Chromcraft
Height: 72" Long X 39" Wide X 29" High – Weight: 420 lbs.
Age: Always Contemporary

POSITION DESIRED

Desk Job.

EDUCATION

PREMIER Graduate, First in the Class. MBA, Master of Brass Accent.

EXPERIENCE

Proven Performance as the top of the decision-making process.
Flexible and capable as a storehouse of business information.
While maintaining the dignified appearance of polished wood,
Premier does legwork with the flair of chrome and a touch of brass.

SALARY

More than reasonable for a professional with a front that rolls 180 degrees, legs that come in all chrome or chrome with brass corners and drawers that come in four different arrangements.
Will serve equally well in Southern Pecan, Autumn Oak or Rustic Elm.

REFERENCES

Furnished on request from Chromcraft.

PREMIER
By Chromcraft

Chromcraft Furniture

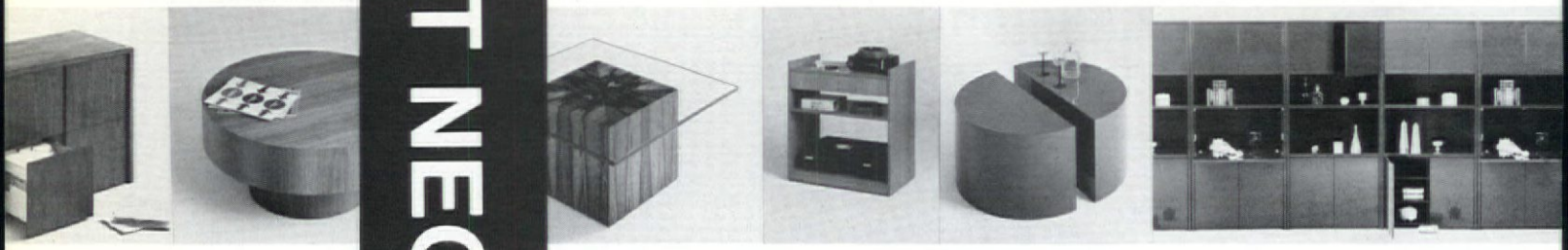
a Mohasco company

Senatobia, MS 38668, 601/562-8203

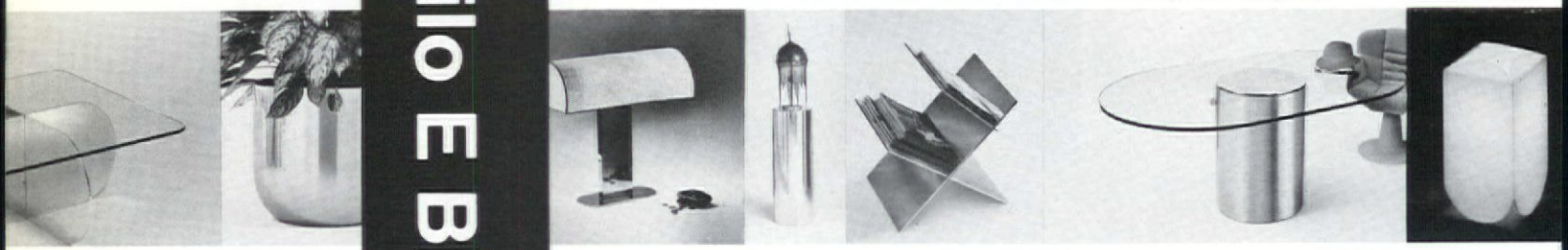
Showrooms: DALLAS, Space 638 World Trade Center, 214/748-2706
CHICAGO, Space 1131 Merchandise Mart, 312/943-2285

Circle 42 on reader service card

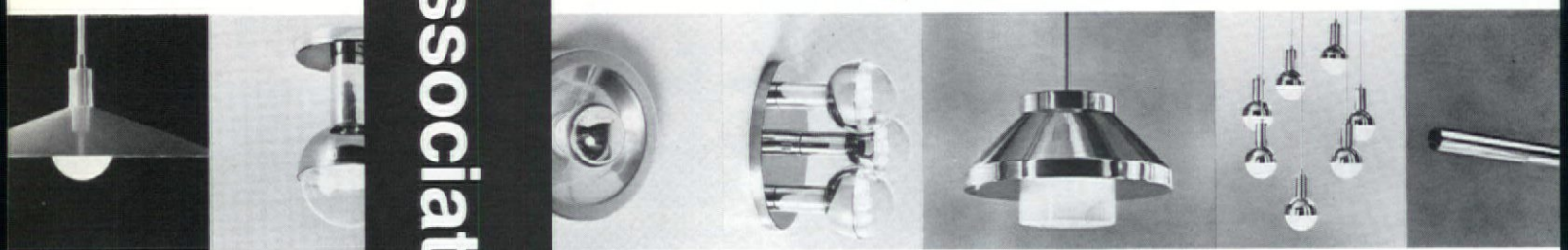
AT NEOCON Milo E Bloch and Associates



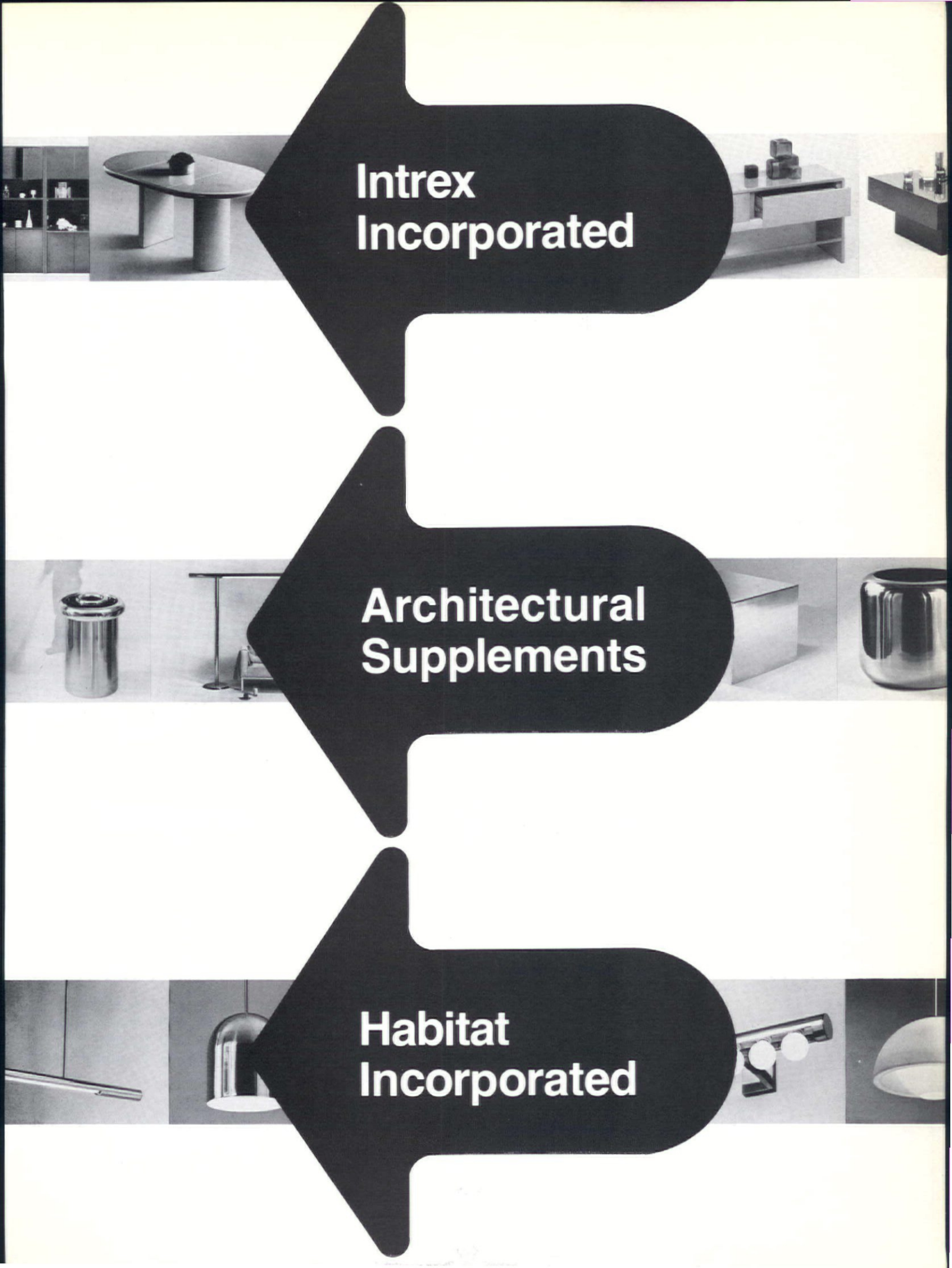
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Competitions: $6,500 to be awarded by Cramer

Cramer Industries, Inc. has established an interior design competition which will commence at NEOCON 12 and culminate at NEOCON 13. A total of $6,500 ($5,000 first place, $1,000 second place, $500 third place) will be awarded to the designers for integration of Cramer products in a project for which Cramer manufactures a solution. Judging the competition will be: Andre Staffelbach, past president IBD and president of Andre Staffelbach Associates, Dallas; and John Morris Dixon, FAIA, editor of Progressive Architecture. A third judge will be announced later. Any practicing interior designer attending NEOCON 12 is eligible. Registration must be done at the Cramer Showroom, Space 984, Merchandise Mart. Further information is available at that time.

Deadlines for previously announced competitions:

- **June 30, 1980.** Second annual Flexalum/ASID Design with Blinds Competitions. ASID/Flexalum Design Competition, Siesel Co., Inc., 845 Third Ave., New York, NY 10022.

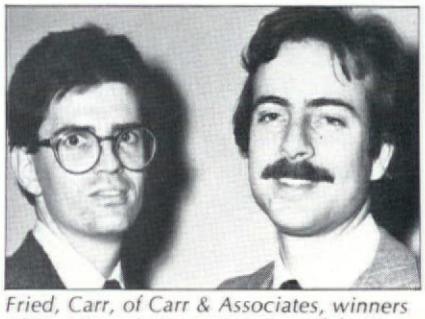
Carr & Associates win contract first Hexter Award

New York — Christopher Carr and Daniel Fried, Carr & Associates, Los Angeles, won the First Award, non-residential category, for the 22nd Annual S.M. Hexter Awards program. Le Sportsac luggage shop, selected by the jury for its innovative design concept, was the winning entry.

Two First Awards of $2,500 were given, one for non-residential interior and one for the residential interior, as well as honorable mentions in each category.

Honorable mentions, non-residential category were received by James T. Fitzgerald, AIA, Space Design International for the office of the Cincinnati Postal Employees' Credit Union, and Rodney G. Perry ASID, Dale Gordon Plummer, ASID, Rodney G. Perry Associates for Baron's, a Raleigh, N.C. supper club.

Residential winners were Scott C. Kurland, James R. Silvester, Kurland Design Group, New York, first award;



Fried, Carr, of Carr & Associates, winners of First Award, Hexter Interiors of the Year.

and Juan Montoya, Associate ASID, Juan Montoya Design Corp., New York, Honorable Mention. Both designs were New York City apartments. Formulated on functionalism, high-technology, and over-all synthesis of product and environment, Le Sportsac Luggage Shop, Los Angeles, designed by Carr & Associates, won First Award, non-residential category, in the 22nd Annual S.M. Hexter Awards.

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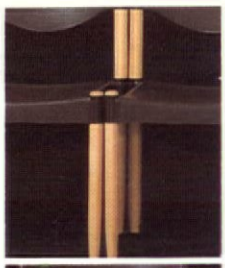
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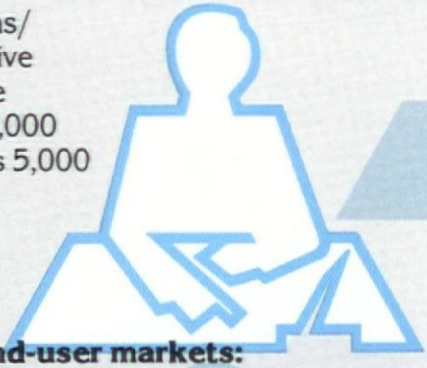
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Advertising Deadlines: July 11, orders; July 15, film; July 20, furnished inserts.

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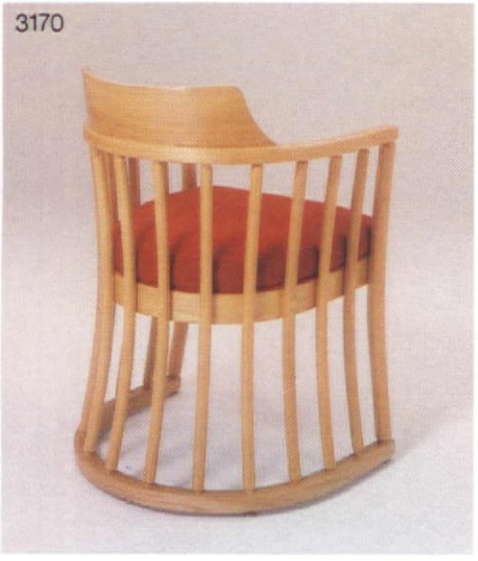
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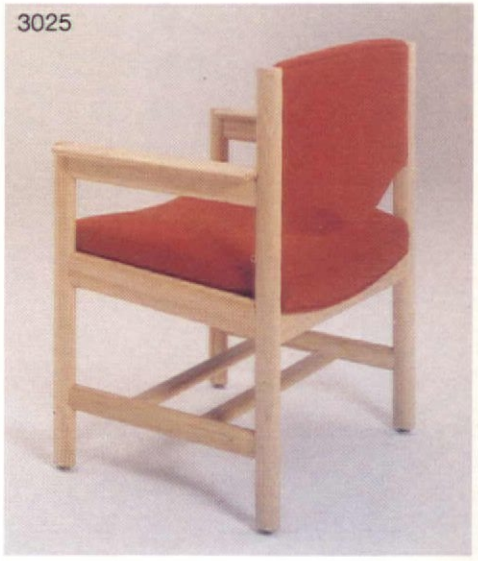
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So when it comes to contract carpet, don't let your needs become your problems. Contact your Milliken representative, and come right to the solution.

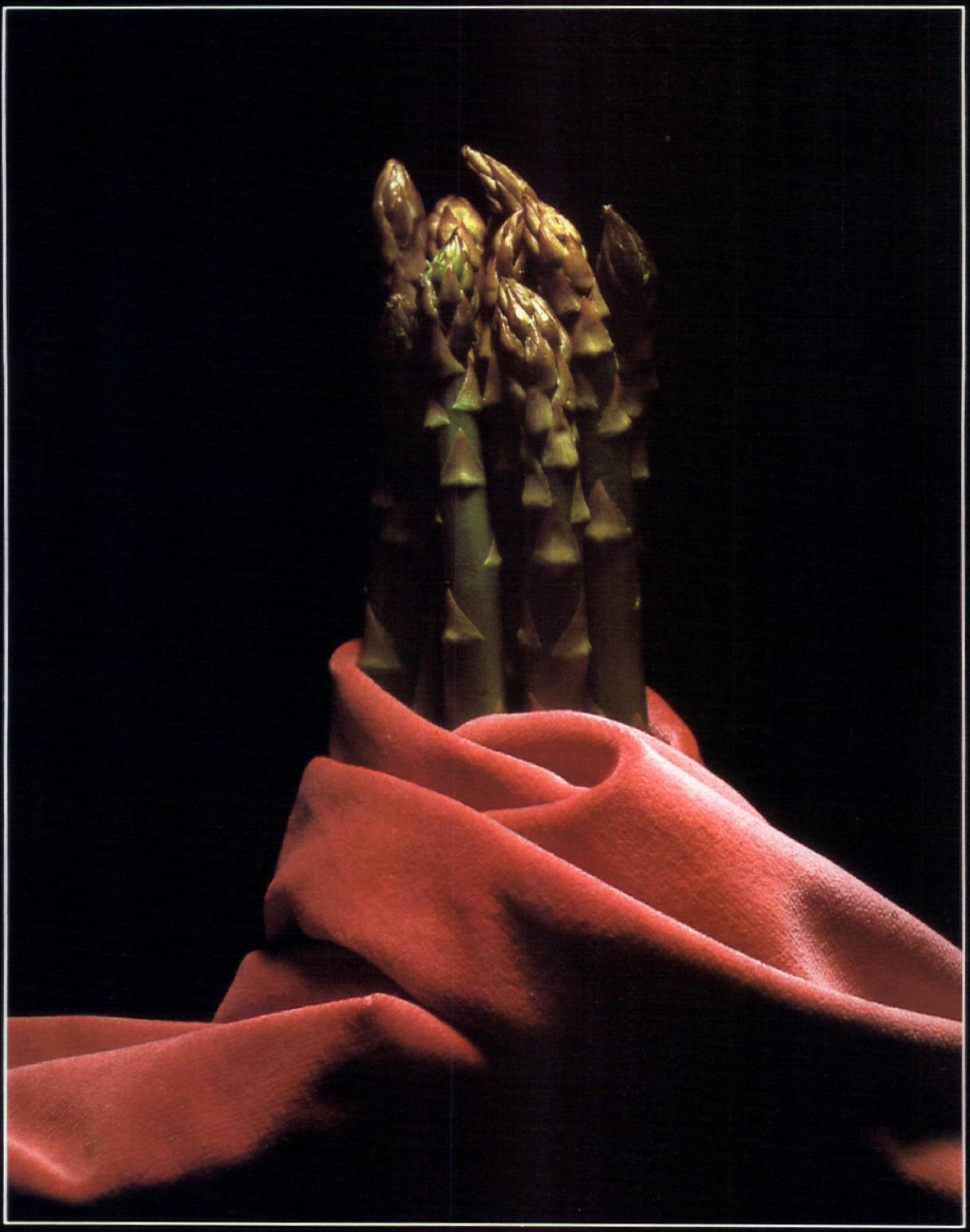
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Wallcovering seminar to examine defects slated for July 9-11

Rutland, Vt. — A special wallcovering seminar on wallcovering failure will be sponsored and hosted by the U.S. School of Professional Paperhanging at its headquarters here July 9-11. Presented as the result of many industry requests, the seminar will discuss such areas as manufacturing defects, improper installation, and adhesives. School founder Stan Warshaw will conduct the seminar which will feature several guest speakers. For further information: U.S. School of Professional Paperhanging, 16 Chaplin Ave., Rutland, VT 05701; (802) 773-2455.

MOMA acquires Herman Miller posters

New York — Seven posters by Stephen Frykholm, director of corporate design for Herman Miller, have been added to the graphic design collection of the Museum of Modern Art. The posters, designed to announce company annual picnics, have received various other graphic design awards.

New Assignments: Jean Crane to update Westlake Hospital

Jean Crane & Associates, Glendale, Calif., an interior design firm specializing in hospitals, will update patient rooms, corridors, and lobby of **Westlake Community Hospital,** Westlake Village .... **Robison & Associates, Inc.,** Coral Gables, has been retained by **SafraBank,** Miami, to design its new branch office. Robison will also provide interior design services for **Congress Financial Corp.** and **Daon Corp.,** both with offices in the Flagship Building, Miami .... **Rissman & Rissman,** Las Vegas, is the architect for the multimillion dollar expansion of the **Holiday Inn-Center Strip,** Las Vegas, which will make the Center Strip facility the largest Holiday Inn hotel in the worldwide system.

Participants for NCIDQ exam triple in number

New York — During the past three years the number of persons taking the National Council for Interior Design Qualification examination has more than tripled, from 526 in 1976 to 1,786 in 1979. The recent upswing has been partially responsible for a significant increase in the professional membership of the American Society of Interior Designers, according to Lloyd Bell, FASID, chairman of the membership program. Bell submitted that the sudden jump in the number of aspiring Professional Members who successfully completed the NCIDQ exam may well be attributed to the coordinated efforts by chapters and national headquarters to encourage candidates to take the exam.

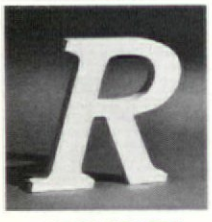








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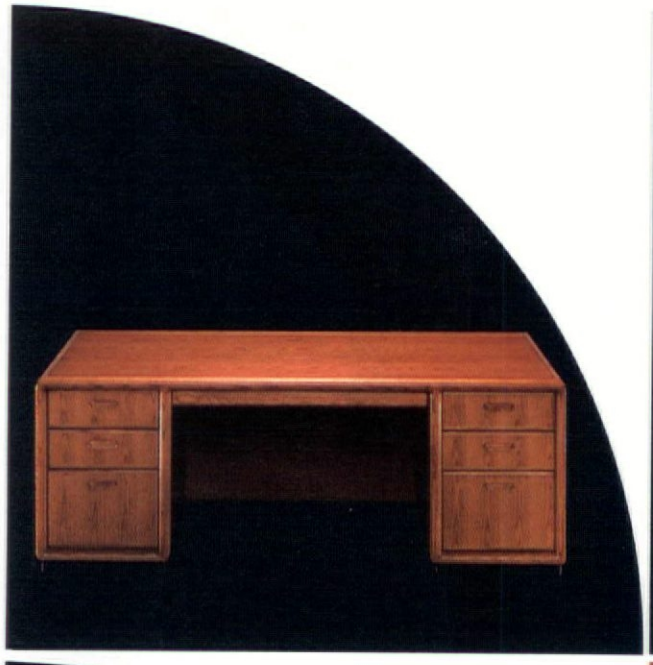
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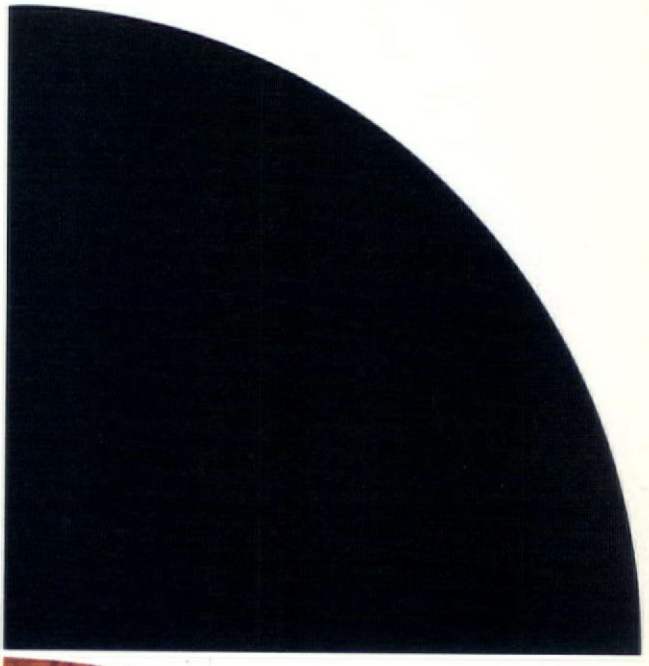
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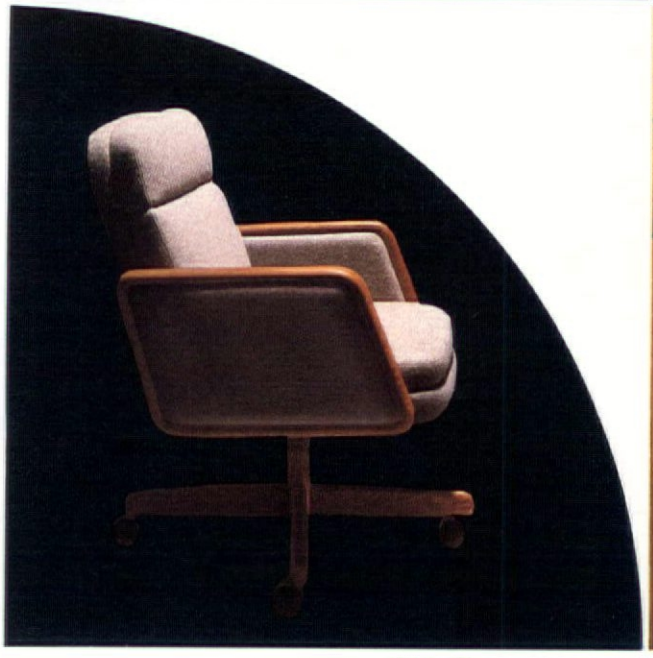
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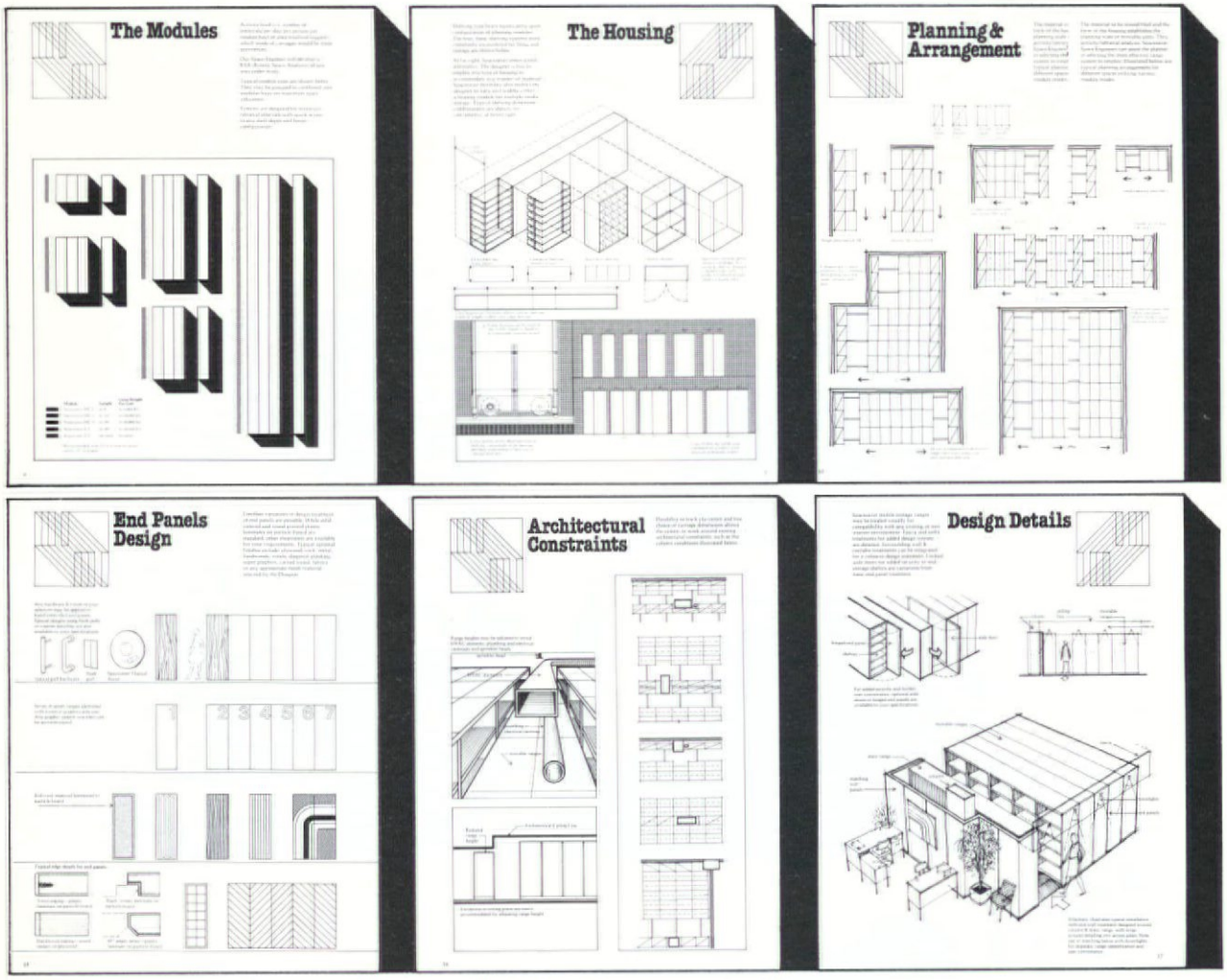
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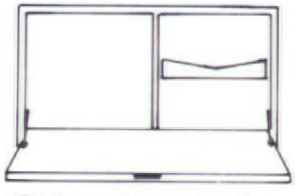
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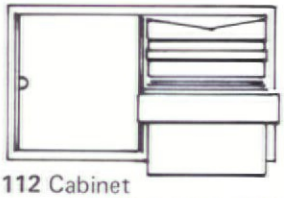
The Complete Office. Neocon, new space: 1080

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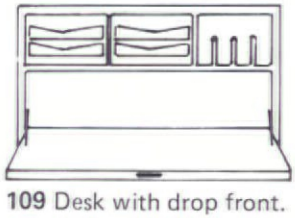
Shown are a few of the many components available to create a CADO wall system.



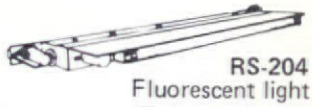
151 Bar cabinet with flap.



112 Cabinet with filing, tray, shelf.



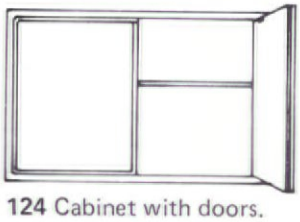
109 Desk with drop front.



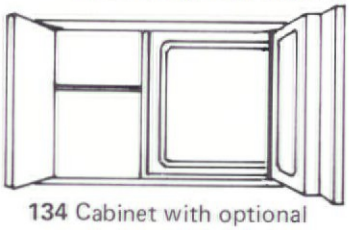
RS-204 Fluorescent light To be used with 30" track.



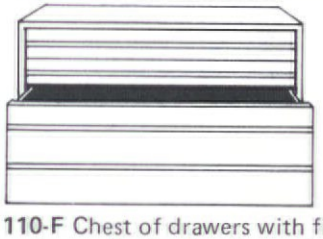
Magazine shelf.



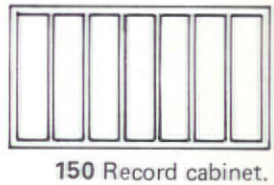
124 Cabinet with doors.



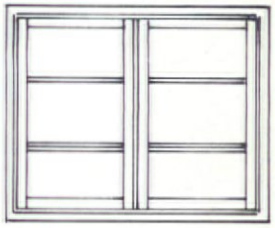
134 Cabinet with optional refrigerator.



110-F Chest of drawers with file drawer for legal or letter size.



150 Record cabinet.

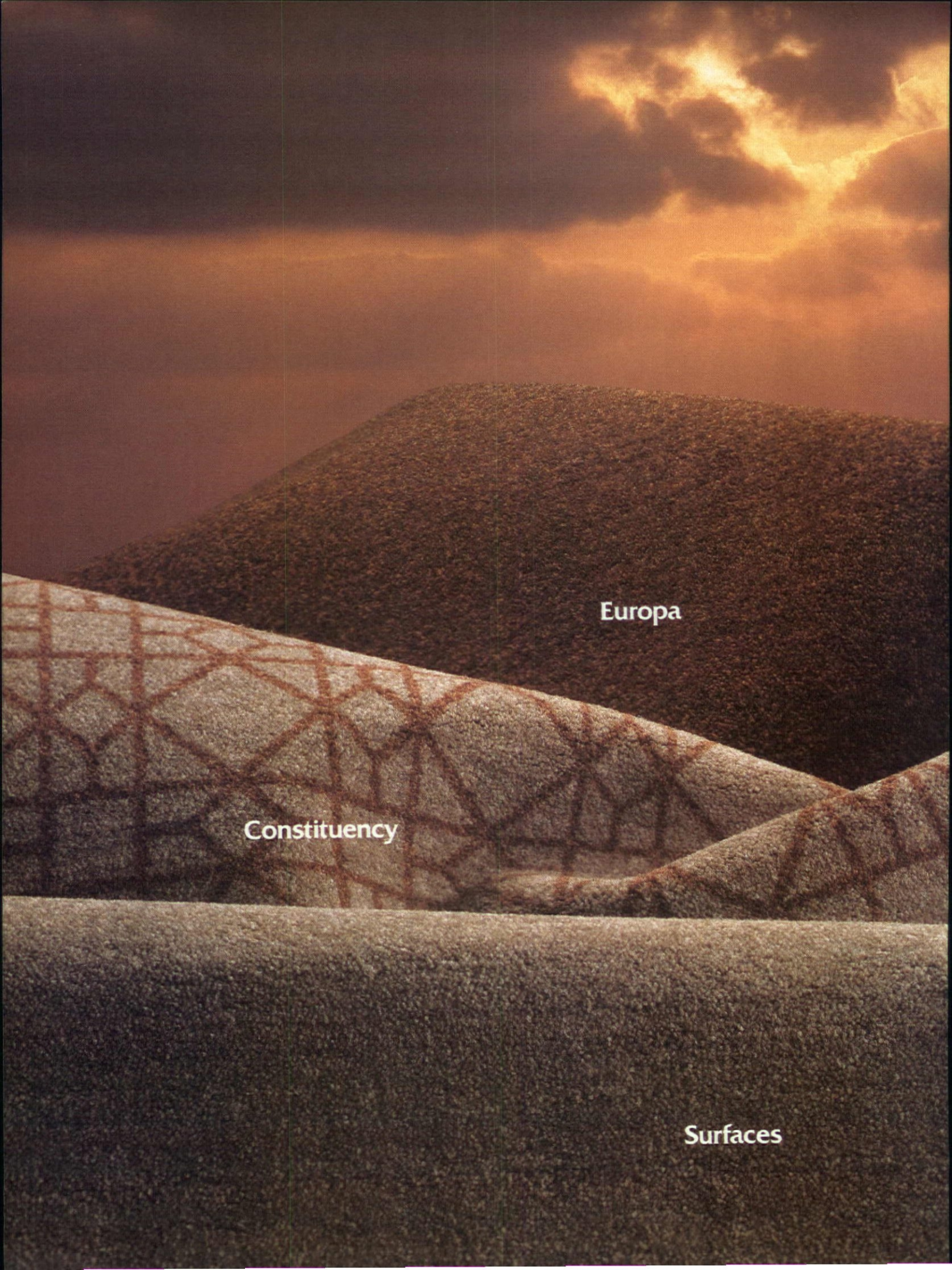


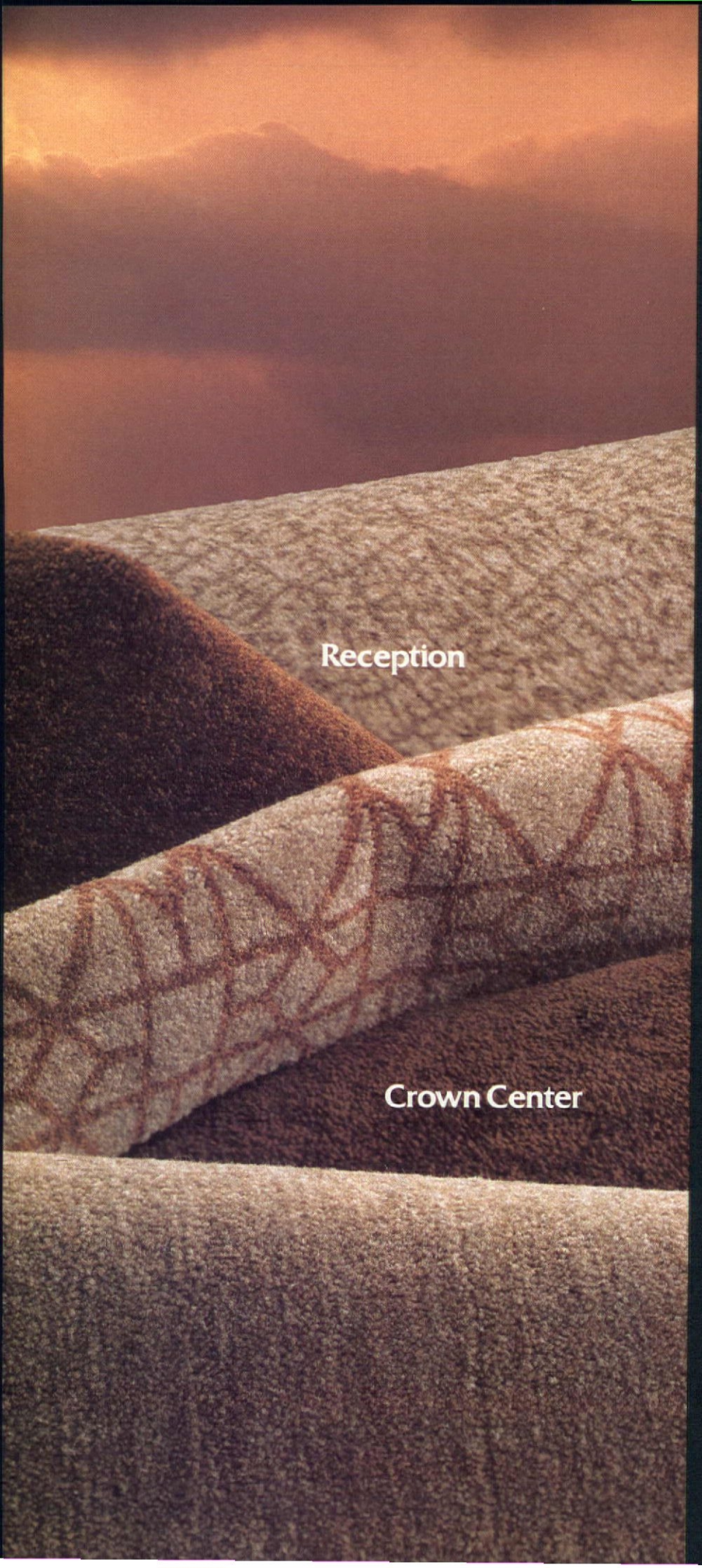
139 Cabinet with wooden framed glass doors.

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For information on the complete line of CADO office furnishings, please contact: CADO/ROYAL SYSTEM, INC., Dept. A, 155 Helen St., So. Plainfield, NJ 07080. Showrooms: D&D Bldg., 979 Third Ave., NYC/ Chicago, Merchandise Mart/ Dallas, Oak Lawn Plaza/ Los Angeles, PDC/ Philadelphia/ Atlanta/ Cincinnati/ Houston/ Denver/ San Francisco/ Seattle/ Miami.

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At NEOCON XII, join the action in space 1814. Live demonstrations show carpet systems compatible with the newest through-the-floor access techniques for power, telephone cables. Prize drawings throughout the day. Wine and cheese bar. Lees Carpets.

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Salons awarded in Salon of the Year competition

New York — The 1979 Salon of the Year competition recently honored 14 establishments and their designers with Grand Awards, Awards of Merit, and Awards of Special Distinction. Awards were presented in separate categories based on size within new and remodeled divisions. The competition was sponsored by the Salon Equipment committee of the National Beauty & Barber Manufacturers Association. Preliminary judges were: Louise Cotter, editor of American Hairdresser/Salon Owner; Cindy Hejna, eastern editor of Modern Salon; and Frank Vella, executive director of the Beauty & Barber Supply Institute. Final judges were: Laura Haney, editor, The Designer; Richard Zoehrer, associate editor, CONTRACT; and Naomi Leff, Litchfield, Groffeld, Leff, an architectural interiors design firm. New salons, one to three stations; Grand Award: Ryan Boyd; Cheveux Ltd. Award of Merit: Hair by Monkeys. Award of Special Distinction: Zohair, Inc. Nine stations and over: Grand Award: Peter's Place; Award of Merit: Michael Christopher Designs; Award of Special



Judged most innovative salon of the year was Cheveux Ltd., Chicago. The salon also received Grand Award, new salons.

Distinction: Orpheus Hair Designers; Honorable Mention: Strangest Place. Remodeled salons, four to eight stations: Grand Award: The Arrangement; Award of Merit: Nina's World; Award of Special Distinction: Leonardo's Superhair Unisex; Nine stations and over: Grand Award: Bewitched Grand Salon; Award of Merit: Shear Elegance Coiffures; Award of Special Distinction: Something Different.

Jeneff-Darden is president of IBD Chapter

Nashville — Marilyn Jeneff-Darden of Holiday Inns, Inc., Memphis, has been elected president of the Tennessee Chapter of the Institute of Business Designers. Vice president and program chairman is Mary Stringfield, of Counterpoint, Inc., Knoxville. Also elected to serve for a two-year term were: Maree Hassler-Simmons, Hassler-Simmons Associates, secretary; Ann Weeks, Xerox, Inc., treasurer; and Gene Daniels, Counterpoint, national trustee. Board members include: Frank Mingis, Claire Smith; Ann Stewart; and Dr. Walter Kleeman.

The chapter recently conducted the first in a series of educational seminars to be held during the year. The program featured Leslie Young of Barrier-Free Environments who spoke on handicapped codes and barrier-free design, and Hank Loewenstein, whose presentation included European furniture fairs and specifying for international clients.

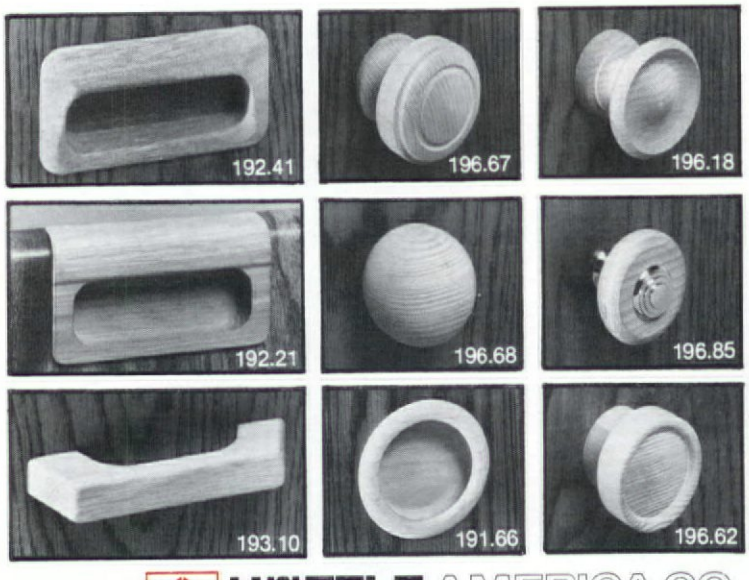
Häfele has a lot of pull in solid wood.

Decorative, solid wood fittings: each style speaks for itself. And, all speak for Häfele. Piece for piece, Häfele handles, knobs, and pulls are small masterpieces. Developed by Häfele's own design department, or created by artists such as the Esslinger Group.



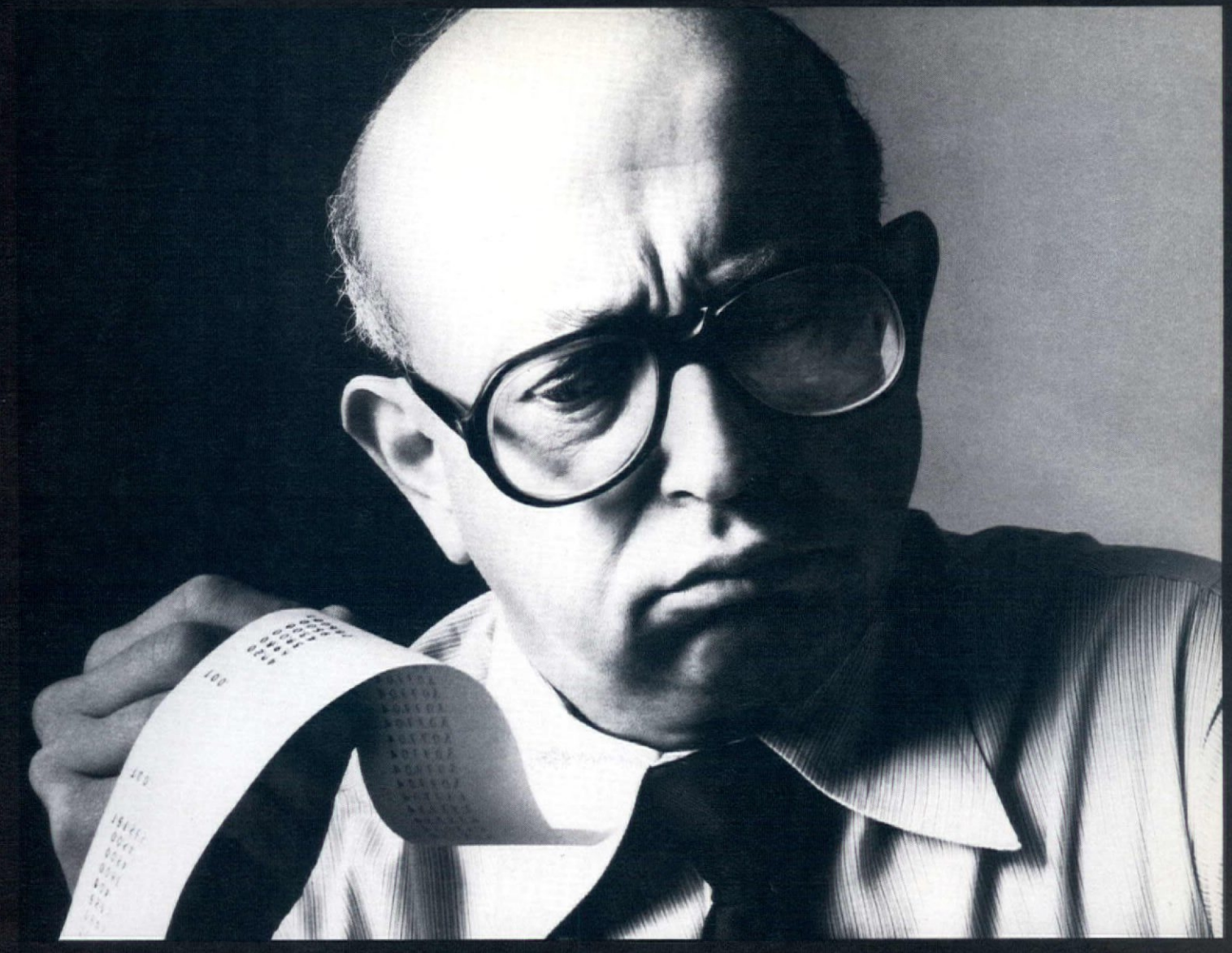
Häfele's solid wood fittings demonstrate the strong trend toward natural materials in furniture design. Depending on the model, they are available in pine, mahogany, oak and teak — sanded, unfinished, or stained. Häfele has a tremendous assortment of exclusive, decorative fittings and the collection is steadily increasing.

Because Häfele is one of the largest designers and manufacturers of quality furniture hardware, you will find it has the extra touch that will add to the appearance and sale of your furniture. A free brochure that contains our entire line of decorative wood hardware is available on request.



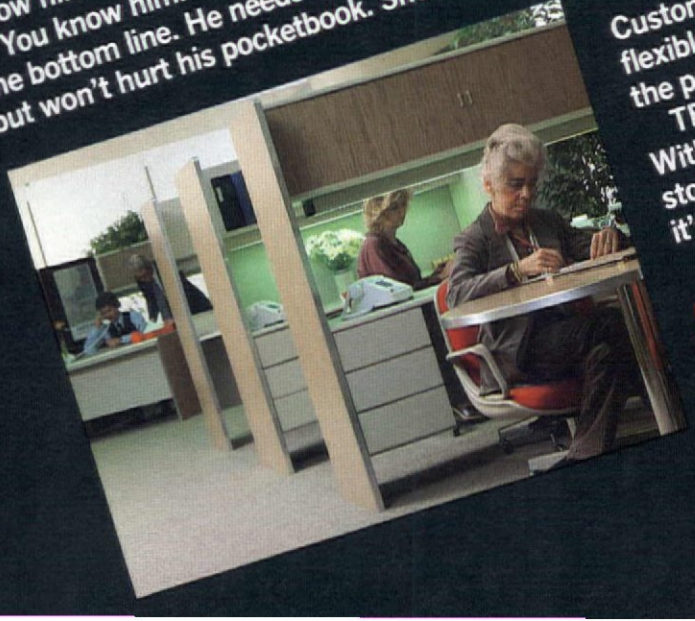
HÄFELE AMERICA CO.
1406 Danmar Ave., P.O.Box 1590, High Point, N. C. 27261
Phone 919-882-2621 or 919-882-0556, TWX 510-926-1899

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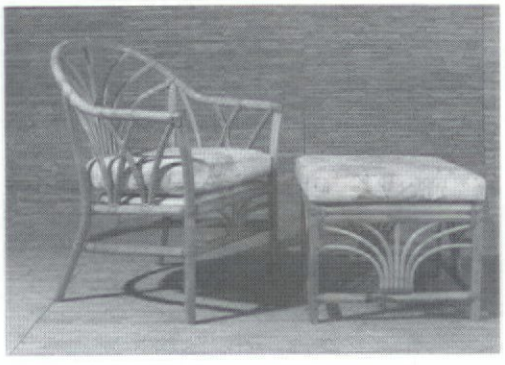


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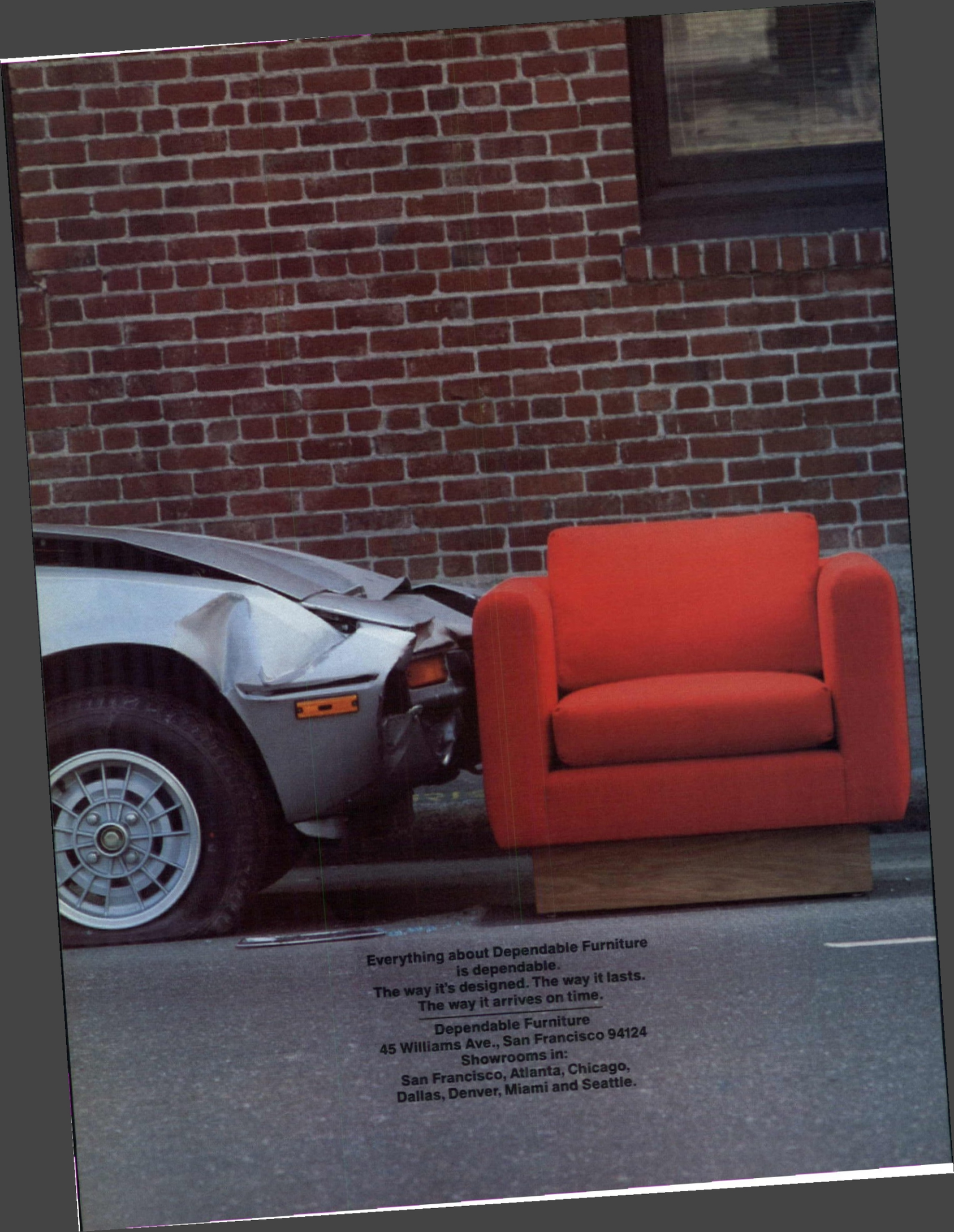
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SEF fabrics are bright with color. And because they're also sunlight resistant, their bright colors will stay bright. They're rich in texture. Their hand is luxurious. And they drape beautifully. And just for practicality, you can't beat their excellent soil and stain release properties.

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A wide range of SEF fabrics are available through Fox-Wells Co., New York, N.Y.

SEF is a registered trademark of Monsanto Co. Properly constructed fabrics made from SEF® modacrylic fiber will extinguish themselves when the source of flame is removed. SEF fabrics are made from Monsanto's modacrylic fiber plus polyester, acetate, cotton, rayon or flax.

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Gentlemen: Yes! Send me a list of distributors who feature fabulous draperies of SEF fabrics.

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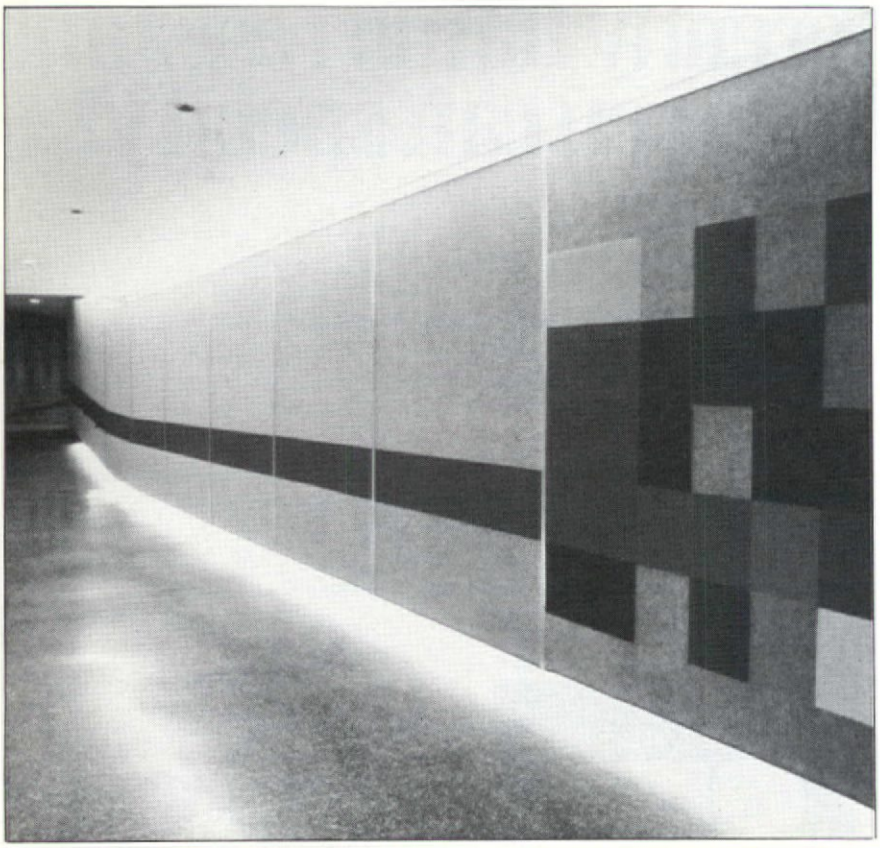
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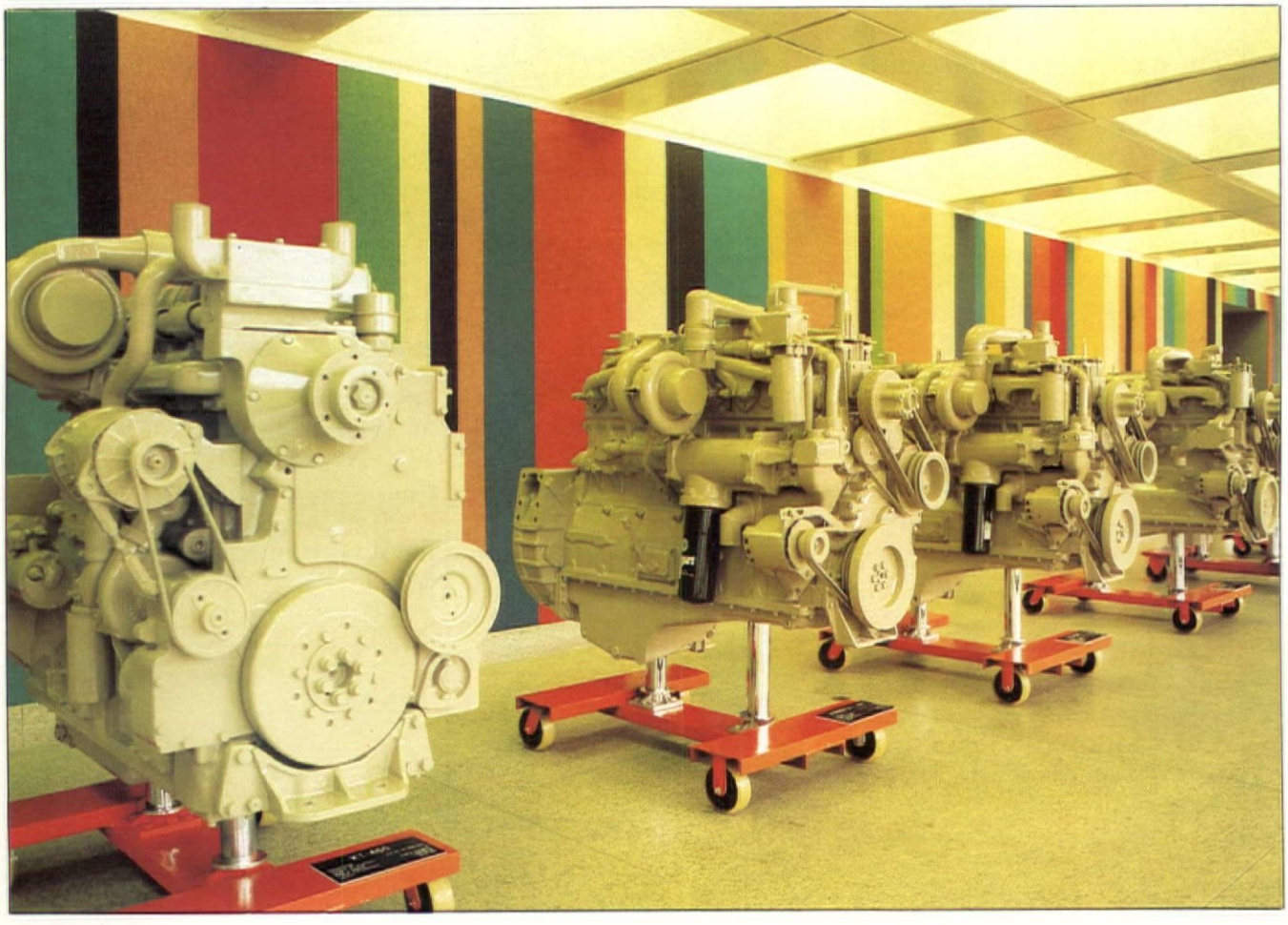
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Carpet graphics brighten walls, dampen sound



A vibrant graphic (left) composed of Eurotex's Tretford carpet tiles and Acousticord carpet leads the way in an underground tunnel connecting One & Two Houston Center, Houston. Another example of bold, decorative carpeting is the use of Tretford (below) in the Cummins Engine Technical Center, Columbus, Ind. Vertical stripe design, by architect/designer Alexander Girard, not only brightens walls, but silences echoes throughout work and display areas.

Mural by Jerry Houston shows 19 of almost 38 colors offered in Tretford fusion-bonded tiles, measuring 19-11/16-in. sq. Broadloom version, in 38 colors, is 6 ft. 7-in. wide. Carpet, combining 80/mohair wool, 20/nylon, has an NRC rating of .20 ASTM C423-66; flamespread 73 ASTM E84-70 (tile), 54 ASTM E84-70 (broadloom). Acousticord, a fusion-bonded concentric rib in eight colors, is 50/mohair wool, 50/synthetic fiber. Carpet rates NRC .20 ASTM C423-66; flamespread 21 ASTM E84-70. **Circle No. 201.**



INTRODUCING

SERIES 7000

DAZZLING COMFORT FROM LA-Z-BOY® CONTRACT DESIGNED BY EDWARD VASQUEZ

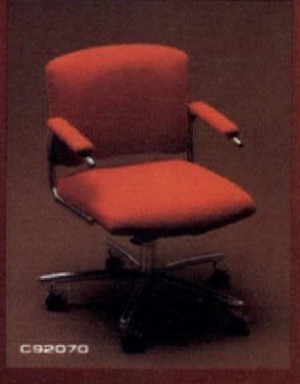


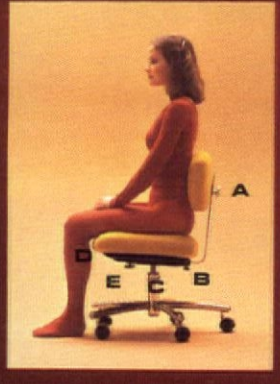
Light, bright, pleasing to the eye. This is what one first perceives when he views our new Series 7000. It's scaled and proportioned for the open office of today's business environment. Its clean, efficient lines will enhance the decor and help improve the productivity of the office.

What is equally important about our new Series 7000 is what you don't see. More man hours are lost due to back problems and muscle fatigue than any other reason. The major contributor to these problems is improper seating.

Series 7000 is ergonometrically designed for proper compressed seat height and lumbar support.

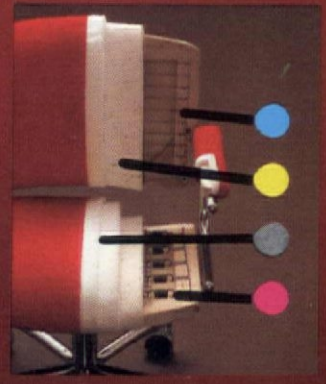
Quality is another feature of Series 7000. Each style features a hardwood frame, double-doweled for strength. We've used Perma-Mesh springs by Flex-O-Lators. There are two foam systems; one dense and firm for proper support and a softer foam for greater comfort. In short, Series 7000 is as good as we know how to make a chair. And with La-Z-Boy's fifty years of experience, we know how to make quality chairs.





A. Back height adjustment for proper lumbar support. B. Seat depth adjustment to fit the individual. C. Seat height adjustment. D. Soft foam edge to prevent circulation loss and fatigue. E. Swivel-tilt tension adjustment. ● Double-doweled hardwood frame. ● Perma-Mesh® springs by Flex-O-Lators. ● Dense foam for proper support. ● Soft foam for comfort.





LA-Z-BOY CONTRACT A DIVISION OF THE La-Z-Boy® CHAIR COMPANY

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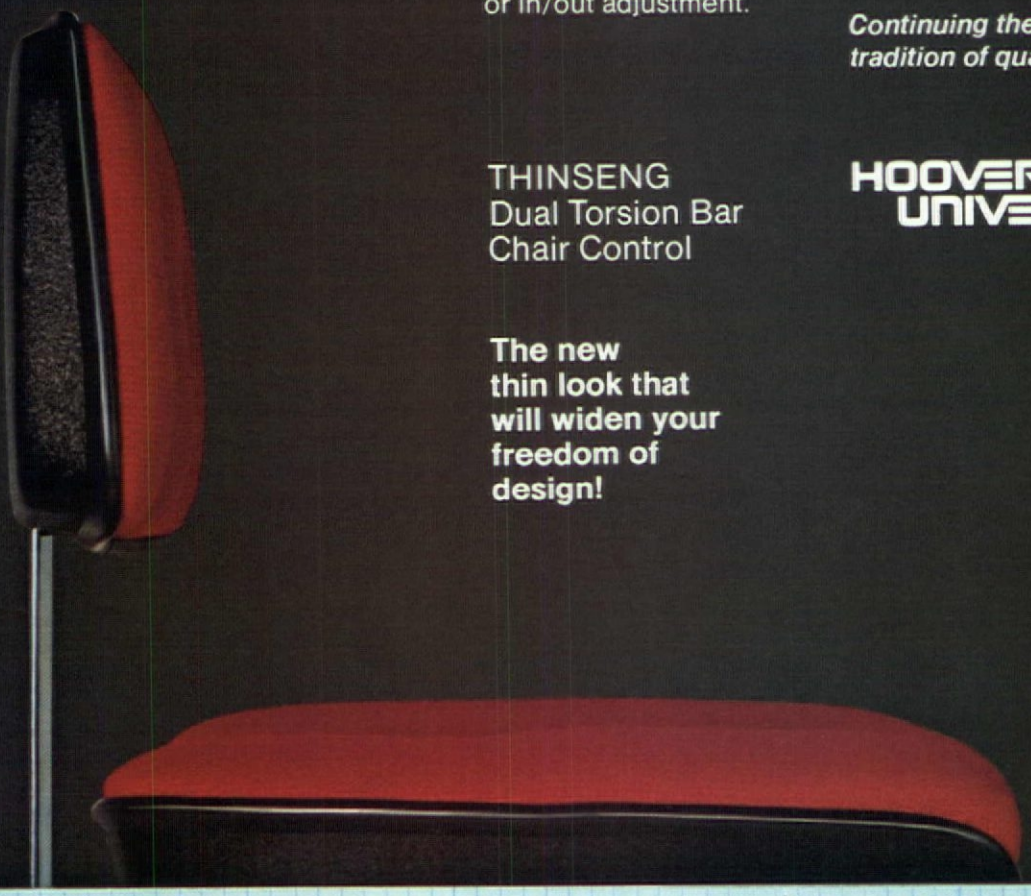
A mere 1-5/8" high. So thin you can hide it!

This ultra-low profile offers exciting new design opportunities. Ideal for contemporary style—or to give a new look to existing lines. Thinseng mechanisms are competitively priced to make them practical for a wide range of secretarial posture and junior executive posture chairs.

Rugged construction details assure long, trouble-free service. Mechanism is enclosed by a high strength steel pan to eliminate protruding components. Available with or without swivel plate for up/down or in/out adjustment.

Learn how this new, thin design can help fatten your profits. Contact Hoover Universal, Furniture Components Group, Georgetown, Kentucky 40324; phone (502)863-3910.

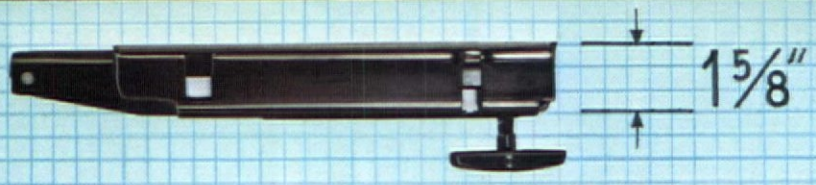
Continuing the Seng tradition of quality.



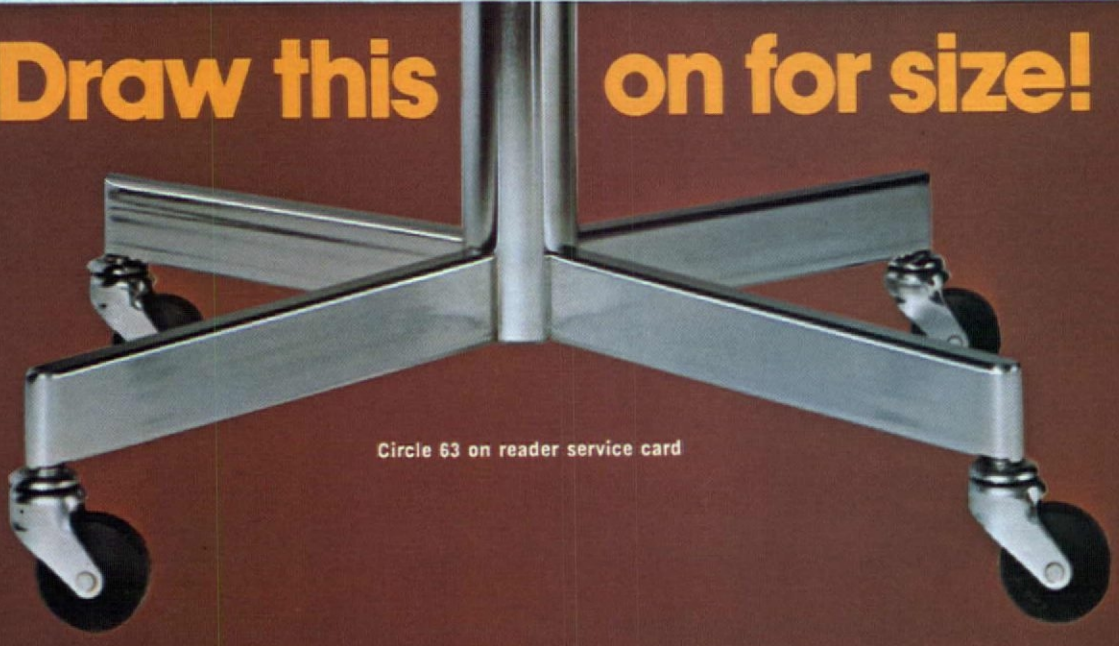
THINSENG
Dual Torsion Bar
Chair Control

The new thin look that will widen your freedom of design!

HOOVER UNIVERSAL



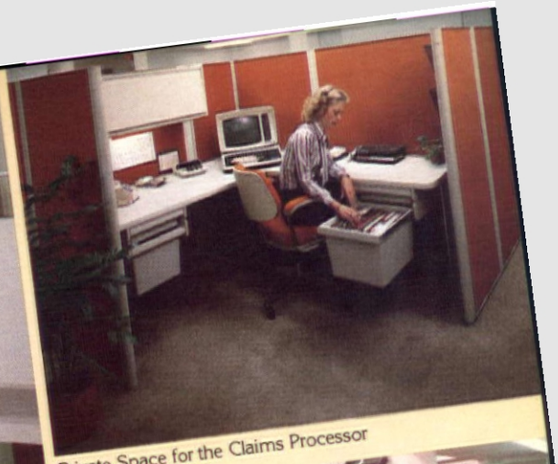
Draw this on for size!



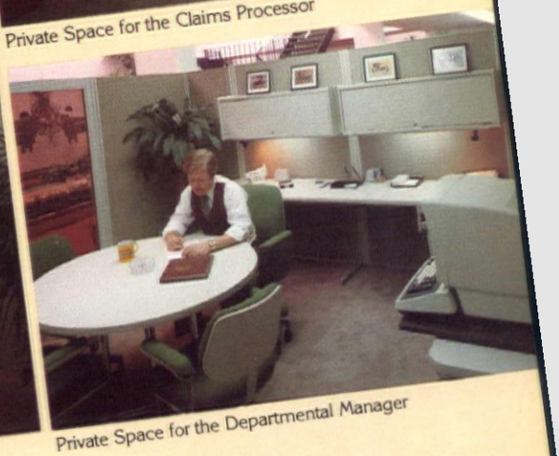
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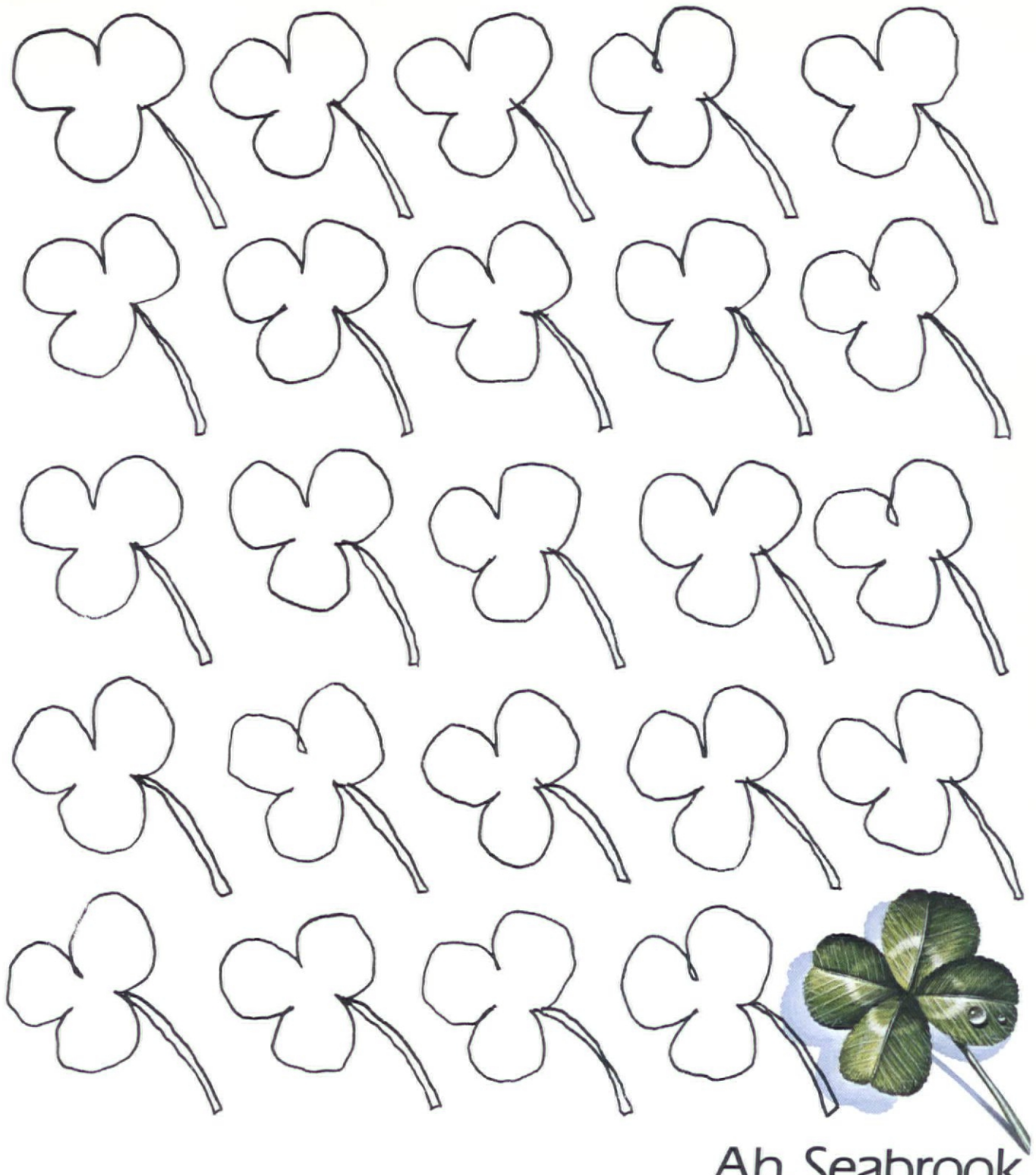
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See our booth at NEOCON!

Venus 1276 Stack Table





Ah, Seabrook.

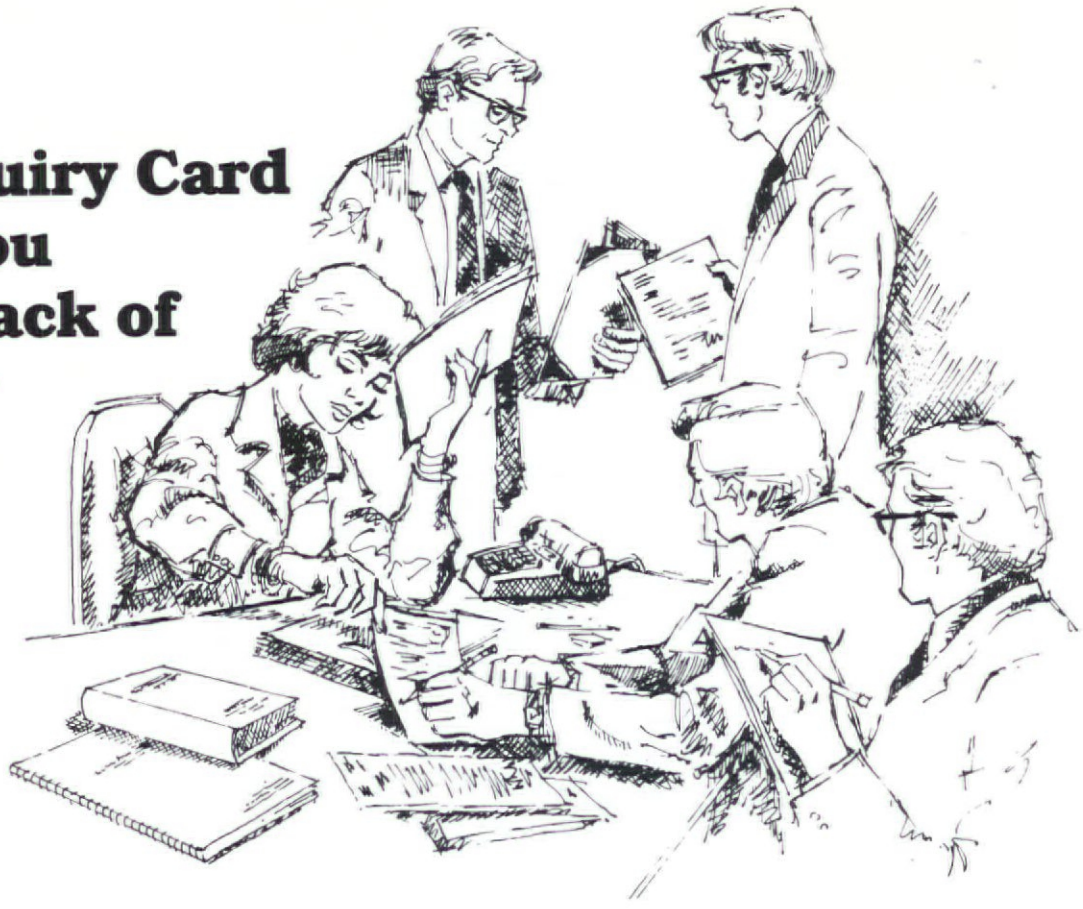
Sometimes finding the right wallcovering pattern is like looking for a four leaf clover. It's hard to do. But Seabrook can make it easier. Because we have more patterns to choose from than the other guys. In fact, we have over seven times the selection of most suppliers. And that's not just vinyls, but grasscloths, textures, and fabric-backed weaves, too. We'll even custom manufacture on special request. So if you're tired of looking and not finding, try Seabrook. We make contract people happy.

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READ THIS LETTER. AND FILL OUT THE COUPON, NOW.

They say that money isn't what it used to be. The dollar is down abroad and inflation is ruining us at home. And if inflation doesn't, the delivery from the showrooms will. Nevertheless, for most designers the world continues on its merry way. Sales are up, the showrooms are booming and recession is probably the name of a new color.

Last year, as Chairman of the Design and Space Planning Division of UJA's Federation Drive in our industry, I shared with you my concern about the fragility of life. Events in Iran have strengthened my concern about the need to be committed to human needs. The important charitable work of UJA Federation is a perfect example.

Did you know that UJA Federation services our community in education, hospital, child and youth services and care for the aged, with 130 health and welfare agencies.

I know you are busy. You know that I am busy. But none of us can be too busy to come to our fourth annual dinner at the Pierre Hotel, Tuesday, June 3rd, to honor three magnificent human beings—David Barrett, FASID, Andriana Scalamandre Bitter, ASID and Bernard Vinick, FASID.

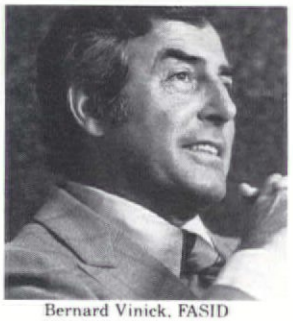
Last year we raised a quarter of a million dollars. This year the need is greater. Please help us once again.

By helping others we help ourselves.

Sincerely,

Ben Beckman

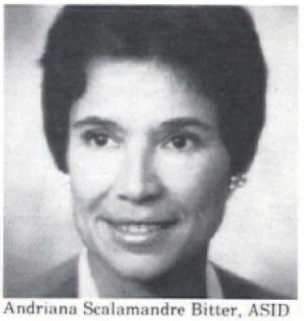
Ben Beckman, FASID
Chairman—Design, Space Planning
& Decorating Division, UJA-Federation



Bernard Vinick, FASID



David Barrett, FASID



Andriana Scalamandre Bitter, ASID

Mail to: Ben Beckman, FASID, Chairman
Design, Space Planning and Decorative Division, UJA-Federation
220 West 58th Street, New York, N.Y. 10019.

Ben, I agree with you and want to help.

- ☐ Please send me an invitation to the dinner.
- ☐ Please send me information about UJA-Federation.
- ☐ I want to help on your committee.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Designing with photography.
Check into it.





The Hyatt Regency in Dearborn, Michigan, did. Ford Motor Land Development Corporation, owner and developer, wanted to give Hyatt's guests something to remember the hotel by. So they chose photo decor to highlight their restaurants, meeting rooms, guests rooms—even their business offices.

More and more, photography is playing a key role in the interior design of office buildings, retail stores, even industrial plants. For one thing, photography allows the freedom to customize the decor of a specific room to evoke precisely the right mood. And this helps create a great new, creative outlet for you. Because designing with photography leaves plenty of room to make statements of your own through your work.

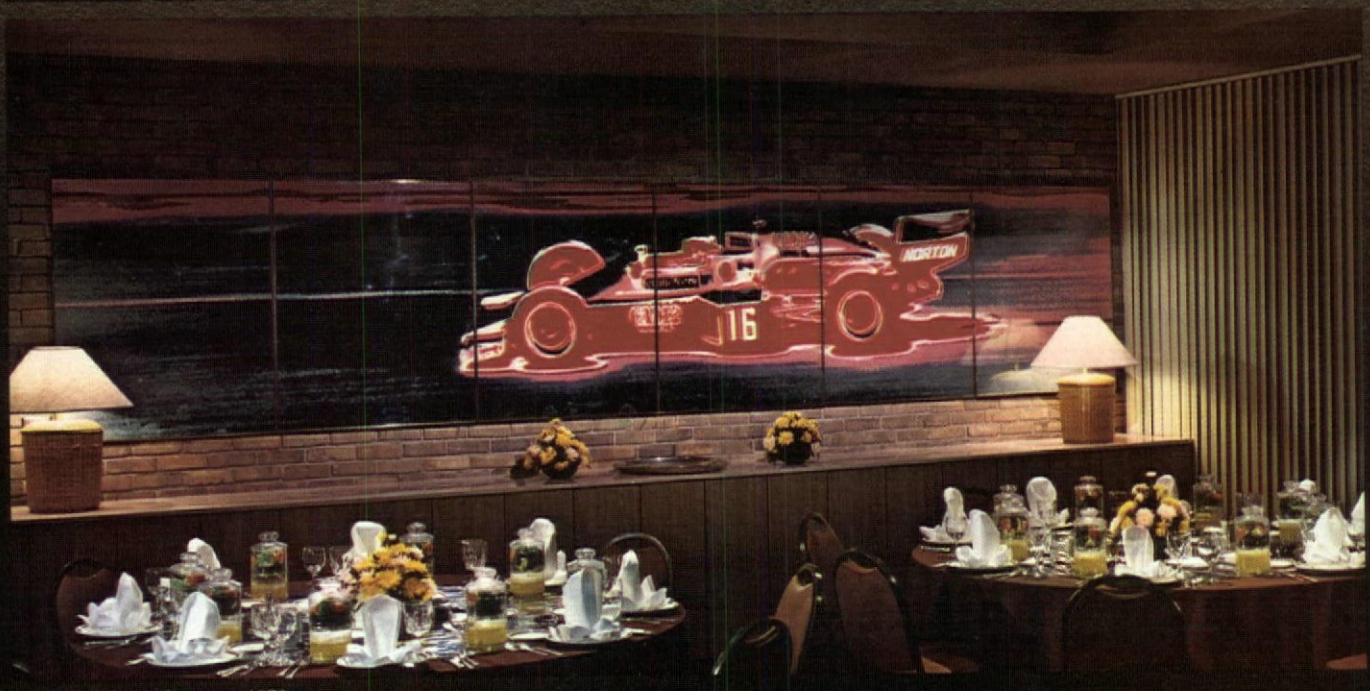
The Hyatt in Dearborn is a good example. Through inspired use of photography, the interior designer is able to remind guests that they are someplace special. Someplace unique and memorable. Someplace worth coming to again and again.

Why not consider the possibilities of photo decor in your next job. And when you do, remember to specify Kodak paper for your images. It helps bring out the best in your design. For more ideas on photo decor, send for your free copy of a new book on designing with photography. Write: Eastman Kodak Company, Dept. 412L-161, Rochester, NY 14650.

Kodak







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design it to suit your needs



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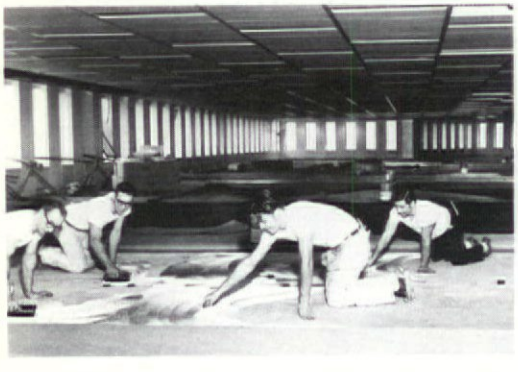
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Another Industry-Wide Service from the All-CONTRACT Magazine

Contract

A GRALLA PUBLICATION

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NEW. Satellite 2900 line in mirror chrome.



The tools you surround yourself with are the immediate reflection of you and your work. Avoid compromising either.



The new Satellite 2900/Mirror Chrome is designed to integrate with today's chrome-accented workstations. It combines beauty with function throughout an 8-piece grouping of high quality accessories, for the best reflection on you.

McDonald Products Corp.
721 Seneca Street,
Buffalo NY 14210

Circle 72 on reader service card

Duk-it



608 Sveva Fitting Stool with 620U Mauro Occasional Chair.



859 Scarpa Fitting Stool with 860U New Braccio Arm Chair.

The seat for the feet.
Shoe measuring footstools
to delight the eye and
caress the foot.
Beautifully crafted
to complement the
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collection in the world.
Or, even a glass slipper.

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THE CORRIDOR SOLUTION

We couldn't help but notice that most corridors are 8 feet wide. So we make our beautiful Flor-Ever® sheet vinyl flooring 9 feet wide. And look-no seams!





THE ALTERNATIVES

An alternative to our 9′ commercial vinyl is 6′ flooring which results in unnecessary seams.

The Congoleum® corridor solution saves installation time and money, too. Furthermore, maintenance is minimal. Our commercial grade Congoleum sheet vinyl has a tough, non-porous wear-layer that usually needs nothing but damp mopping or buffing to keep it looking new for years.

The real workhorse of our commercial line is called *Flor-Ever*, which is engineered for durability at an extremely competitive price, making it the best value on the market. Also, *Flor-Ever* is styled and colored to meet your design needs.

In addition to our efficient 9′ widths, all Congoleum commercial vinyl comes in 12′ widths, too. So for every corridor or floor you specify, you'll find we have a beautiful solution.

For further information, call a Congoleum flooring contractor, Sweet's Toll-Free Buy Line (800)447-1980, or write Director of Marketing, Congoleum Corp., 195 Belgrove Drive, Kearny, N.J. 07032.

Congoleum

THE COMPANY OF FIRSTS

First printed felt-based flooring 1906 • First inlaid vinyl sheet flooring 1948 • First 12′ rotogravure vinyl flooring 1957 • First chemical embossing 1963 • First family of no-wax floors 1968 • First 15′ vinyl flooring 1974 • First Chromabond® system 1978 • First dimensionally stable unbacked vinyl flooring 1980

The United States Davis Cup team is sponsored by Congoleum.

DAVIS CUP

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IN A WALL TO WALL COMPARISON BETWEEN BOLTA WALLCOVERINGS AND PAINT, THE PAINT WILL GET CHIPPED, CRACKED, SMEARED, BLISTERED AND BEATEN.

Even after we've whipped the competition so convincingly, some specifiers still go with paint because paint appears to be cheaper, and it is. If you don't believe it look at the photos.

However, the wall covered with Bolta vinyl covering will outlast the painted wall in durability and beauty by nine years to three.

And even then the Bolta Wall-covering can be stripped off and replaced without causing business the long downtime of repainting.

But durability is the secondary beauty of Bolta Wallcovering and we have over 800 choices of colors, textures and patterns for effects you can't get with paint. (Ever try to paint a herringbone pattern?)

So the next time you're doing interiors of a hotel, hospital, church, school or any commercial building reach for the Bolta Book.

These beautiful wallcoverings will create a fresh atmosphere where fresh paint would only create a smelly one.

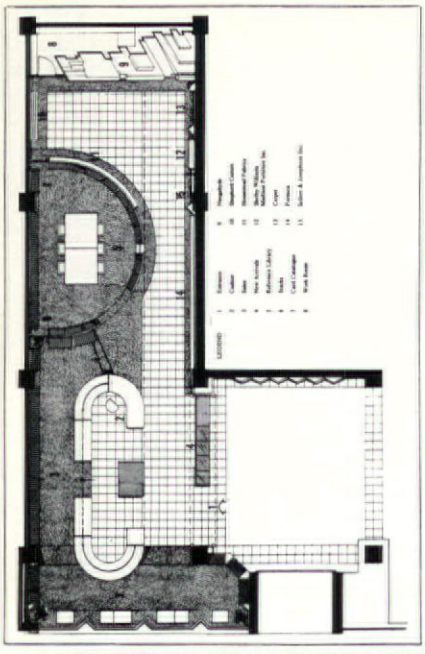
BoltaWall™ vinyl wall covering



distributed by REED WALLCOVERINGS

If you don't have a Bolta Book for inspiration, call your rep from Reed or write Bolta Wallcoverings, Reading, Mass. 01867

Circle 75 on reader service card



Shelby Williams opens contract library

Serving as a place to study new products, keep up with trends in design publications, or just browse, the Contract Design Center in Chicago's Merchandise Mart is a reference library, book shop, and product gallery. Manfred Steinfeld, founder and chairman of Shelby Williams Industries, annexed 1,380 sq. ft. of Space 11-111 for this educational setting, after viewing London's popular Design Center last fall. Ken White, Ken White Associates, Hillsdale, NJ, specialist in library and bookstore design, created an environment that plays up both product exhibits and reading material on custom wood shelving with theater bulbs, reflectors, and mirrored walls.

The Mart Center provides information on major segments of the contract industry ranging from offices, medical facilities, theater, to food service and lodging. Domestic and European books stocked in the library and service desk cover technical and design-oriented publications.

Products, swatches, and brochures are displayed in the Product Gallery. Manufacturers shown include: Formica, Homestead Fabrics, Madison Furniture (office), Naugahyde, Shelby Williams, and Shepherd Casters. □

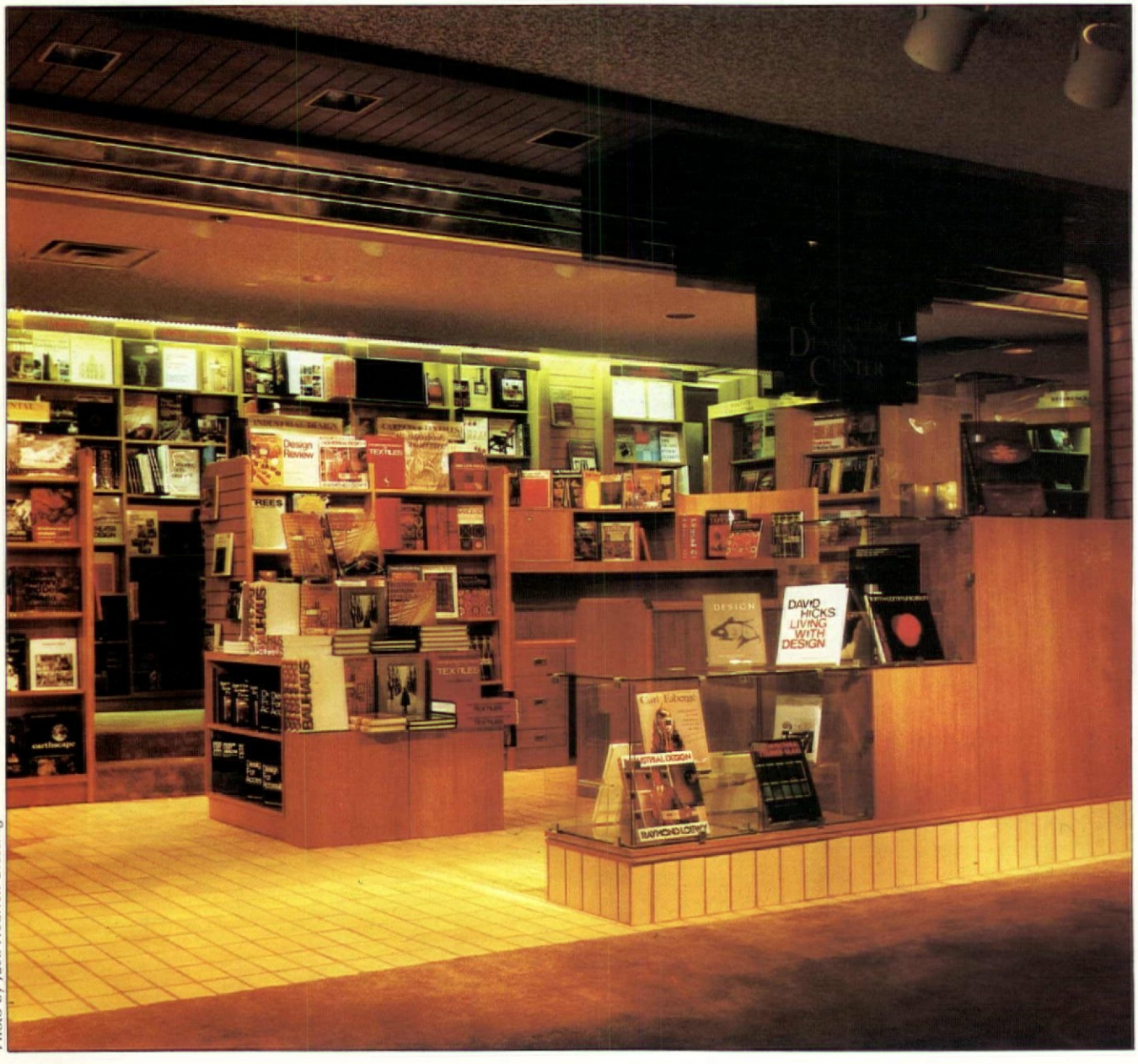


Photo by Jack Hedrich-Blessing



"Good solutions deserve tough problems"

High traffic concentration; tasteful interiors . . . the perfect environment for Antron® III nylon to show its stuff. Combine this fiber with design, construction, and service from Patrick Carpet Mills and you've got what it takes. The customer has carpet that resists soil build-up, and has permanent static control. And you get the praise.

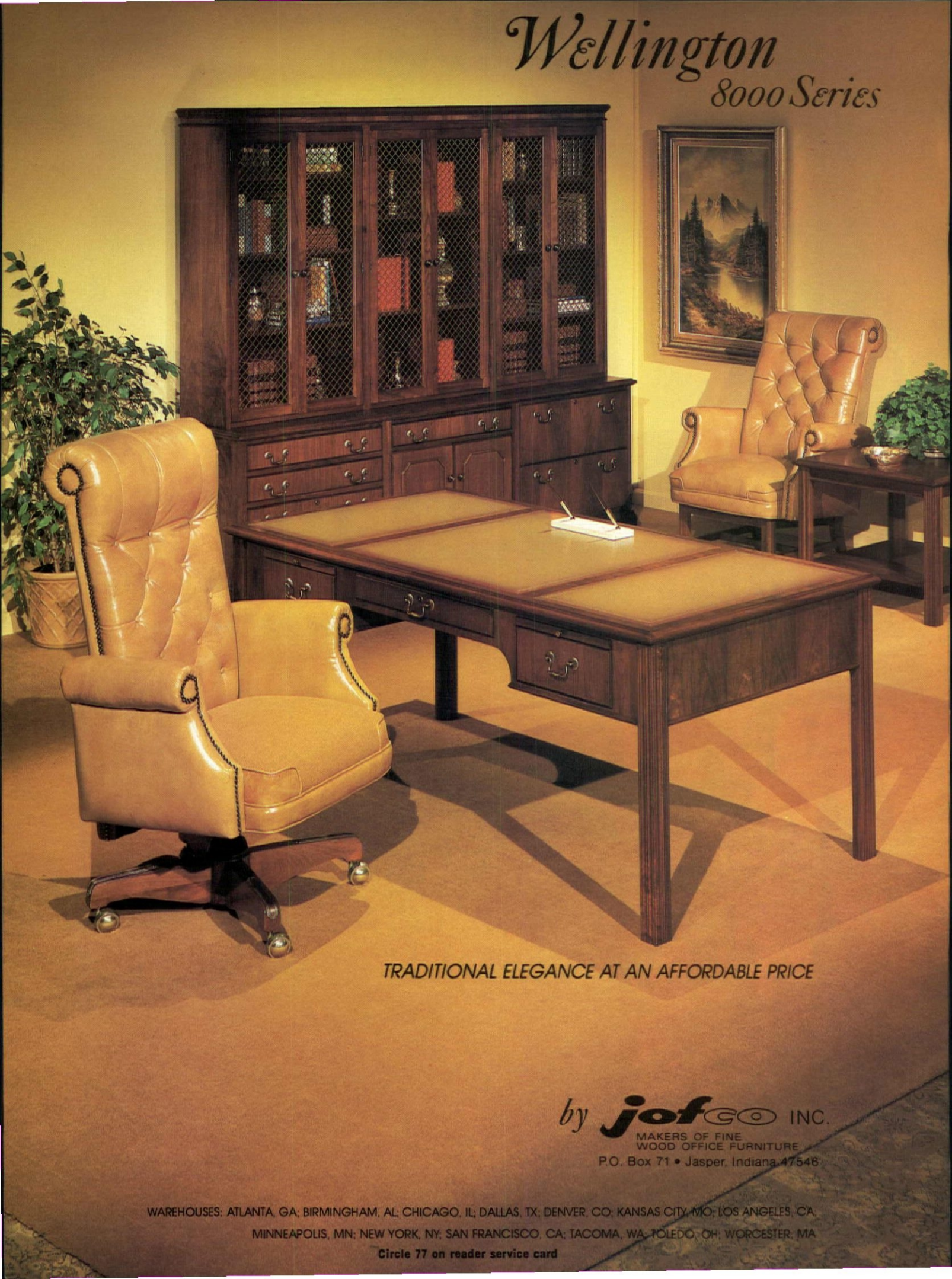
You see, I have interior motives for calling Patrick.

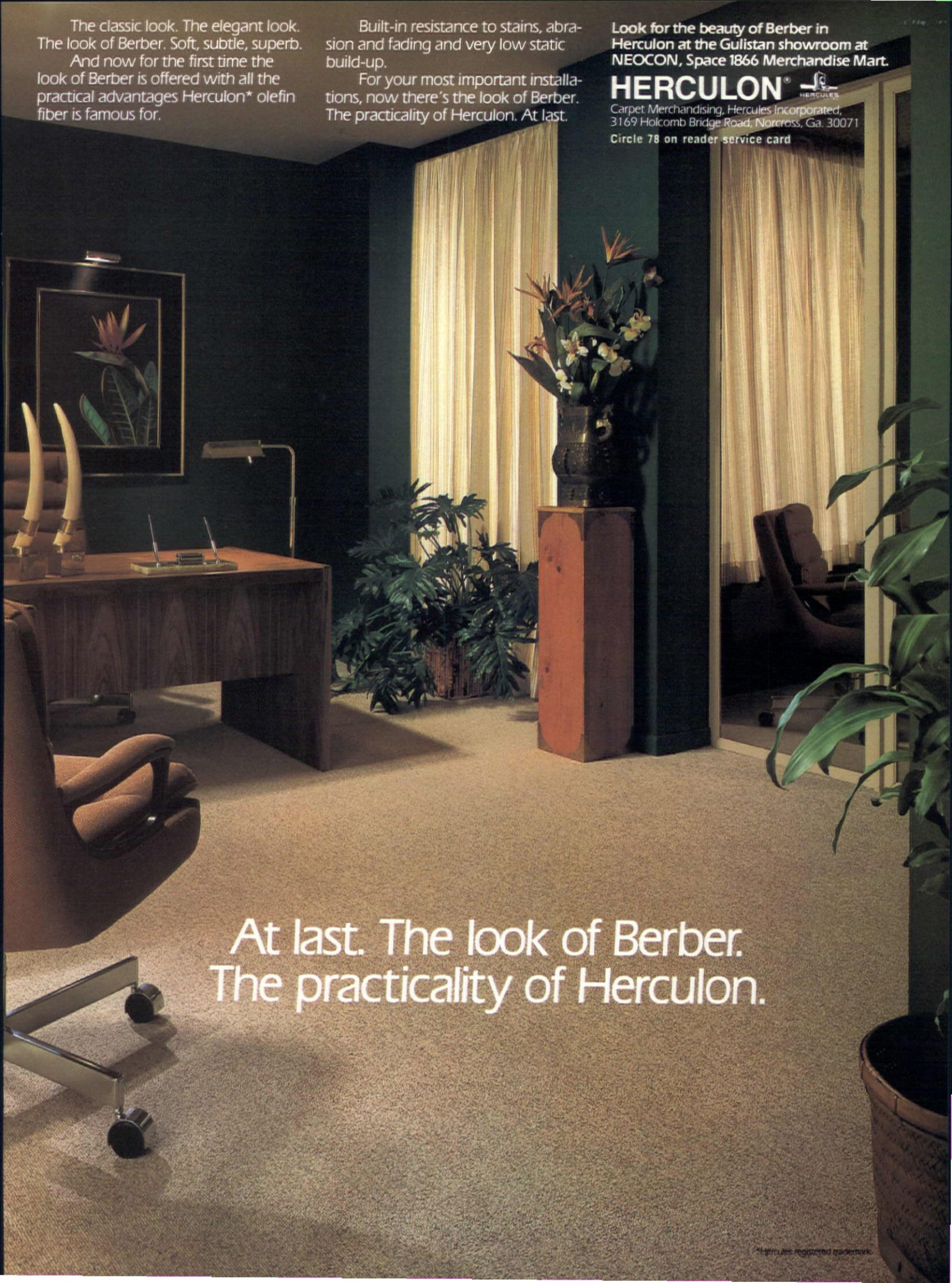
Patrick Carpet Mills

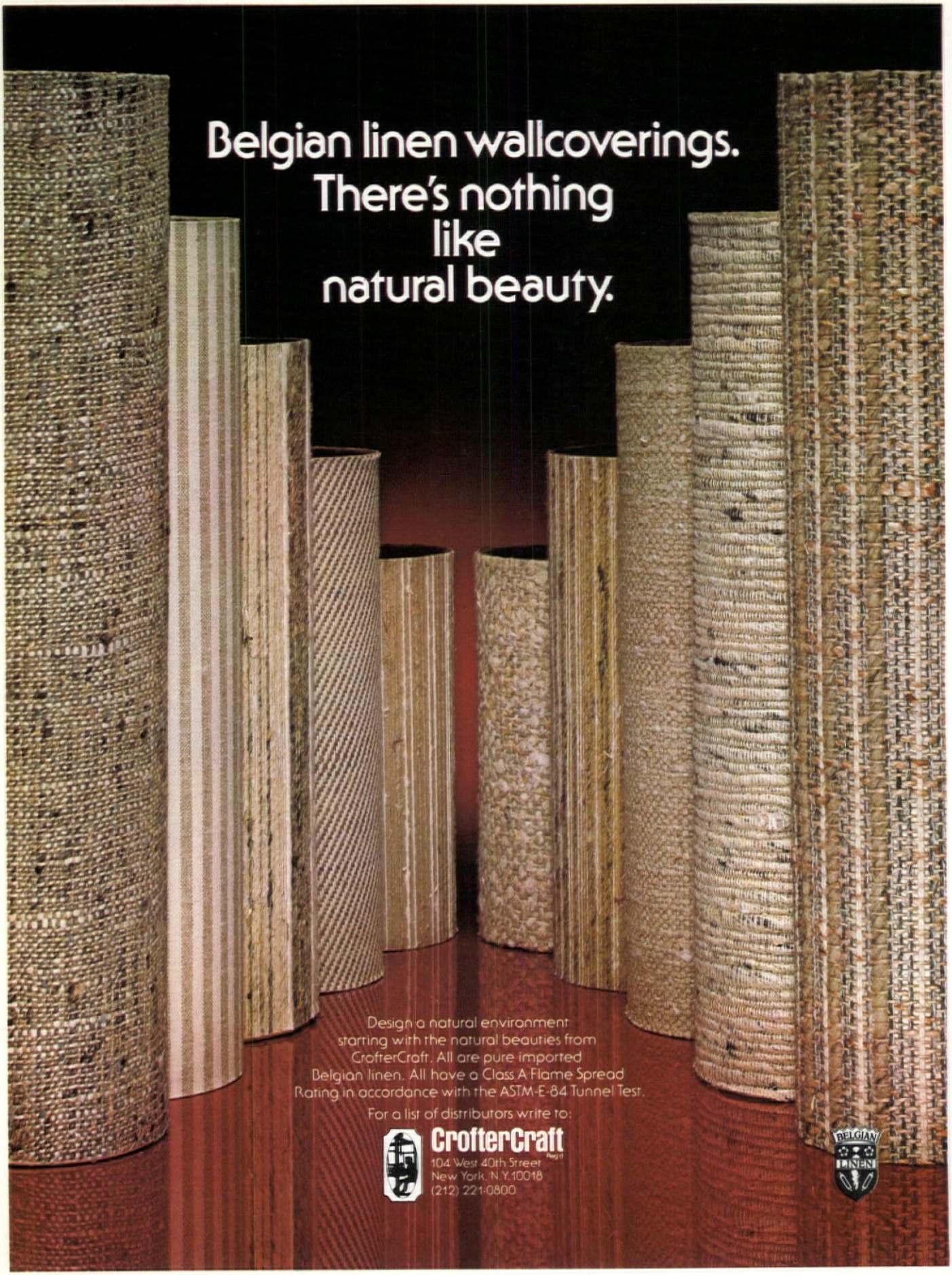
2937 Maria Street, Rancho Dominguez
California 90221. Telephone: (800) 421-1846

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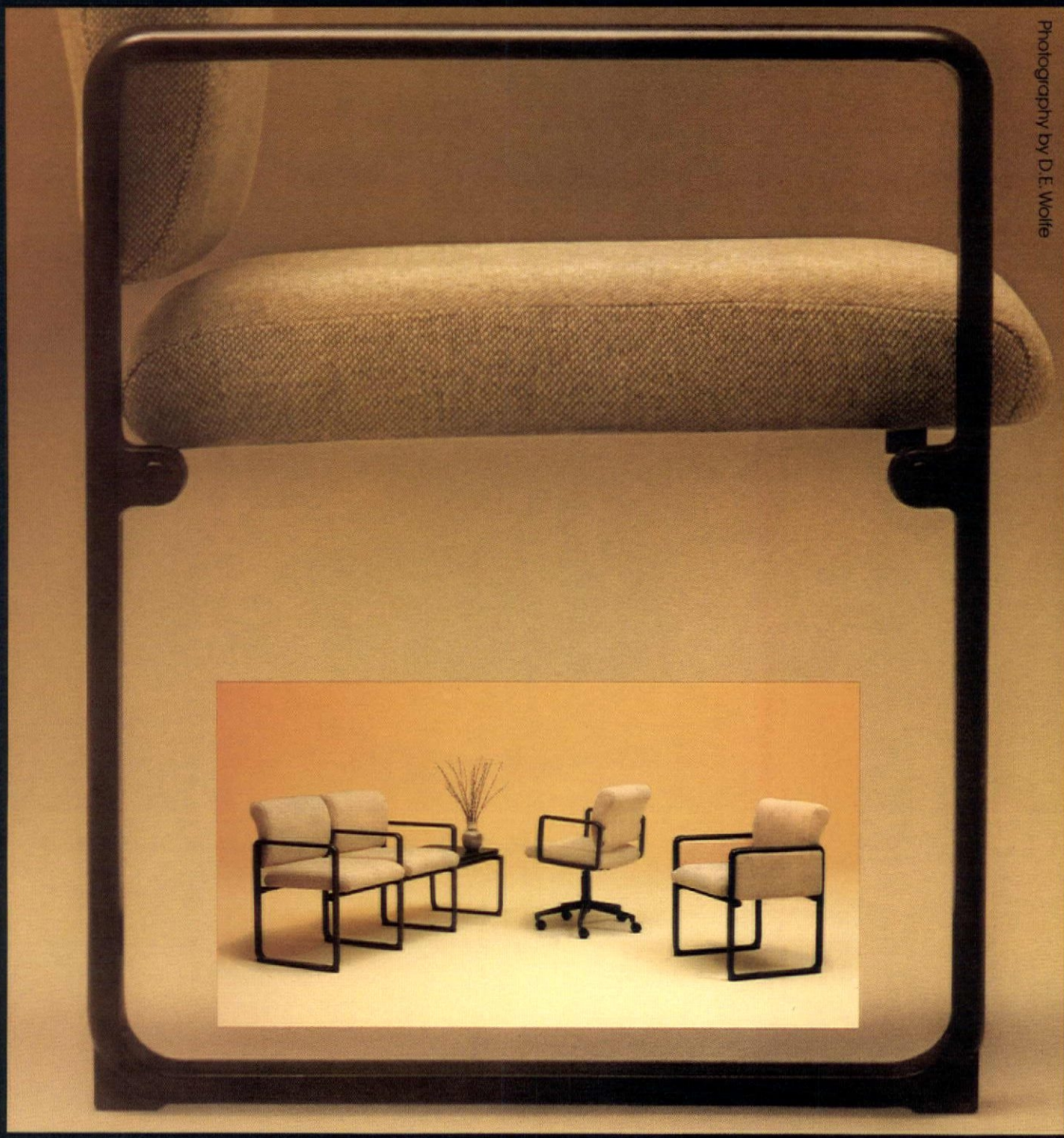
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The classic look. The elegant look. The look of Berber. Soft, subtle, superb.
And now for the first time the look of Berber is offered with all the practical advantages Herculon* olefin fiber is famous for.
Built-in resistance to stains, abrasion and fading and very low static build-up.
For your most important installations, now there's the look of Berber. The practicality of Herculon. At last.
Look for the beauty of Berber in Herculon at the Gulistan showroom at NEOCON, Space 1866 Merchandise Mart.
HERCULON®
HERCULES
Carpet Merchandising, Hercules Incorporated, 3169 Holcomb Bridge Road, Norcross, Ga. 30071
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At last. The look of Berber. The practicality of Herculon.
*Hercules registered trademark.



Circle 79 on reader service card



The Formula 250.
From two points of view.

the company · condi
the designer · John Caldwell
the series · dynamic and multifaceted, The Formula 250 is based on a cast aluminum rectangular form and is particularly appropriate for a wide variety of contract applications.

condi
our furniture has a future

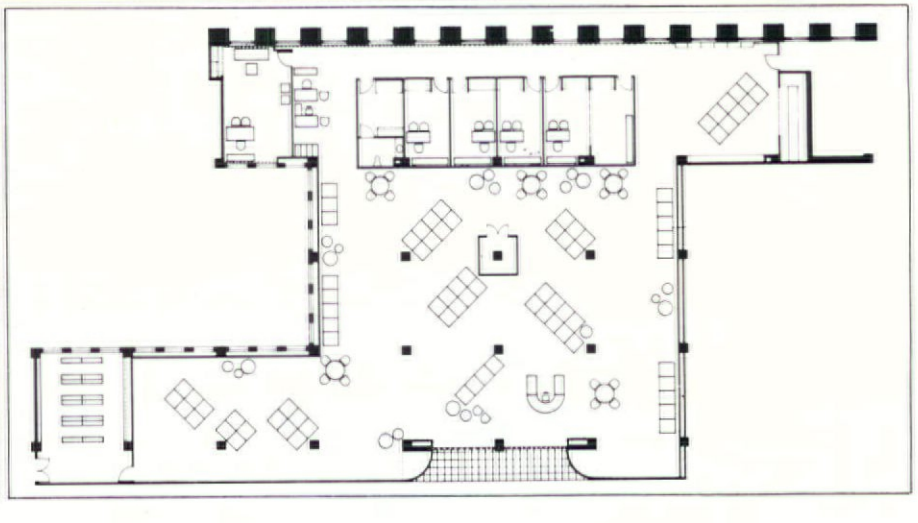
the condi collection:
Chicago · the Pacific · Condi Focus at the Merchandise Mart, Space 995; **Dallas** · the Pacific · Condi Focus at the World Trade Center, Space 9009; **Los Angeles** · the Pacific · Condi Focus at the Pacific Design Center, Space 219; **San Francisco** · the Pacific · Condi Focus at the Galleria/Design Center, Space 449; **Seattle** · the Pacific · Condi Focus at the Design Center Northwest, Space 222; **Factory** · Pacific · Condi Furniture Mfg. Co. · P.O. Drawer 12, Compton, California 90220 · (213) 774-8300

Circle 80 on reader service card



Photos by Darwin Davidson





Expanded space meets high-traffic needs

A recent expansion with 30 percent more corridor footage permits a quick overview of Lees carpets before one enters the spacious showroom at the Merchandise Mart, Chicago. Designers William R. Punzio, officer-in-charge, and Mike M. Sladek, job captain, of Interiors Incorporated, Chicago, chose to use a dropped grid ceiling banded by a bold, black frame, to define display area from sales offices. A custom, U-shaped reception desk serves as a focus in the expansive space. This is followed by splayed rows of waterfall racks and a special contract carpet section, composed of wall units and a projection screen for suggested installation uses. Small, round tables with seating placed along side walls are conducive to consultations. Large frames spotlighted against cocoa brown walls provide a changeable, large-scale view of samples throughout Space 1814. □


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At the touch of a button, the seat goes up and down, the back goes in and out.
girolift
Our exclusive super-reliable gas cylinder mechanism giving continuous height adjustment with progressive springing. Smooth and effortless seat height adjustment while the chair is in use. Experience exceptional sitting comfort even at the lowest seat position because you always sit on spring.
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Circle 139 on reader service card

SPINLIFT™

THE CHAIR LIFT THAT'S PURELY CONTEMPORARY. ENTIRELY MECHANICAL. ACTUALLY AVAILABLE.

The Faultless Spinlift chair lift advances the art of connecting control with base. We think it's a more imaginative solution than the gas cylinder.

THE GAS-LIFT. GOOD LOOKS, BUT SOME PROBLEMS.

Designers like the gas-lift's contemporary, continental look. Users like the appearance, and the way a gas-lift works. At first.

But when seals dry up, the gas leaks out. And the gas-lift settles to the bottom, never to rise again.

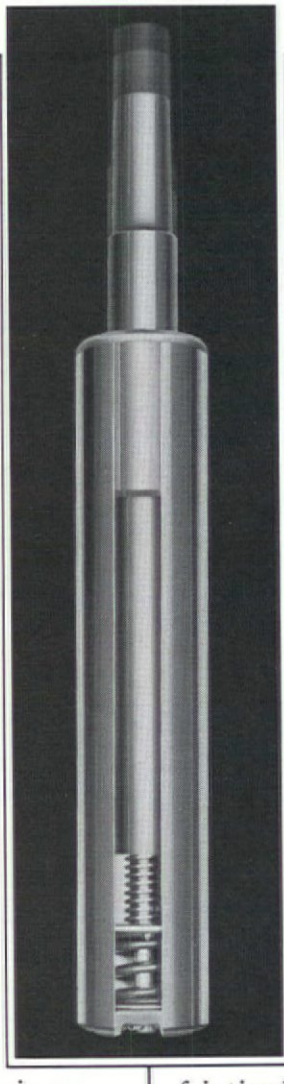
An office chair's average life is about 12 years. The gas-lift's failure rate is up to 5% the first year, and others drop out as the years wear on.

SPINLIFT. GOOD LOOKS WITHOUT ANY PROBLEMS.

The Faultless Spinlift has the look designers love without the problems users hate. No gas. No seals. No leaks. No failures during our 120,000-cycle swivel test. Spinlift is designed to outlast the chair.

The cost? Just a little more than a common spindle assembly, which obviously doesn't look as good. Or, about half as much as a gas-lift. Which probably won't work as well, or last as long.

And Spinlift adapts easily to an executive chair, a steno chair or anything in between.



A BEAUTIFULLY SIMPLE IDEA.

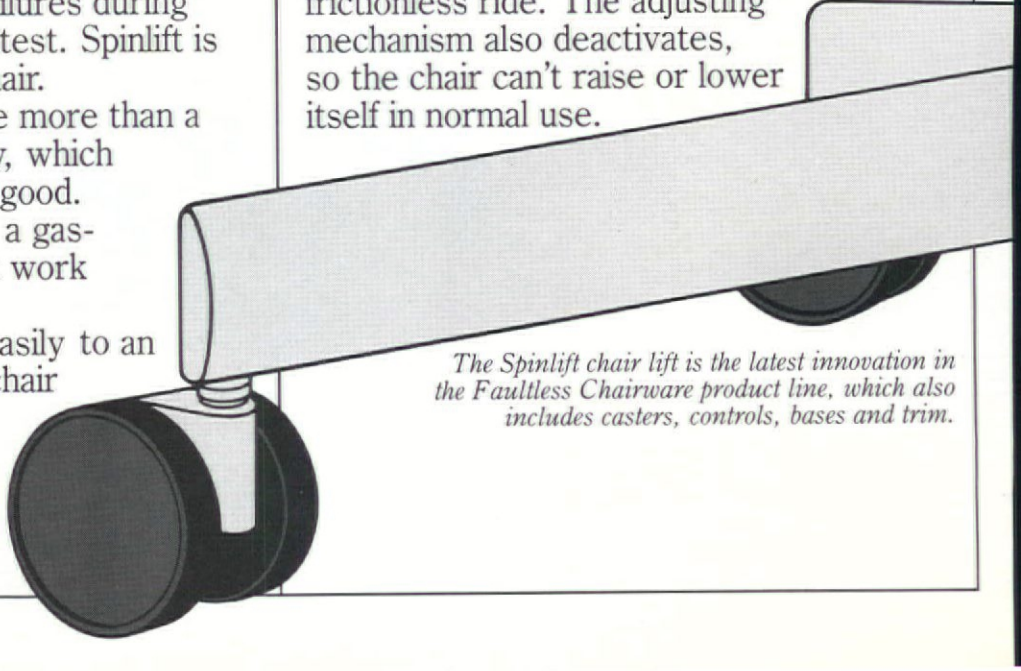
As you see by the cutaway, Spinlift uses a mechanical spindle to extend and retract itself. Turn the empty chair counter-clockwise and it goes up. Spin clockwise and it goes down. Very simple. Very dependable.

Total travel is more than four inches. And Spinlift takes only five turns to move a full inch higher or lower, vs. seven turns (or more) for a common spindle assembly.

GOOD LOOKING, GOOD FEELING.

Spinlift's spring-mounted spindle settles 3/8" under load. Because it "gives" a little when sat on, Spinlift feels a lot like a gas-lift to the sitter.

The loaded spindle swivels on an automotive-type needle thrust bearing for a virtually frictionless ride. The adjusting mechanism also deactivates, so the chair can't raise or lower itself in normal use.

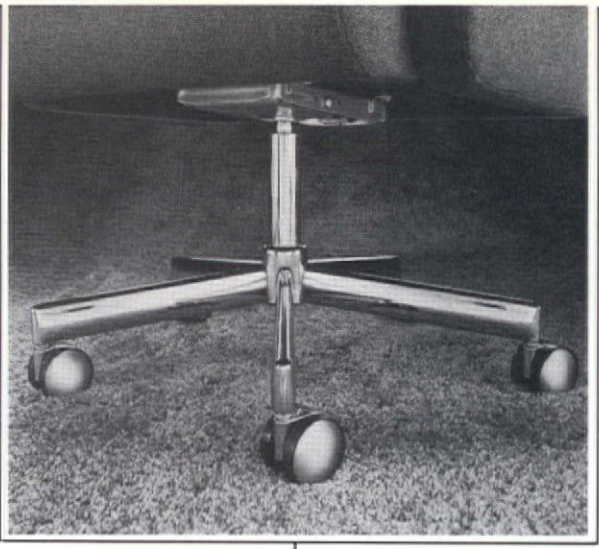


The Spinlift chair lift is the latest innovation in the Faultless Chairware product line, which also includes casters, controls, bases and trim.

FROM
THE CHAIRWARE
COMPANY

Some of our customers still think of Faultless as a caster company. That we are, and one of the best.

But we're also a longtime chair-hardware manufacturer and OEM supplier. We group these products together as Faultless Chairware: casters, controls, lifts, bases and trim. We make everything you need between the seat and the floor.



INNOVATION,
NOT IMITATION.

Faultless developed the Twindisc® II caster, the only dual-wheel caster that meets BIFMA standards for both carpeted and tiled surfaces.

We invented the Thinline® chair control, the only one that's an incredible 1¼ inches thin.

Now we're introducing the Spinlift chair lift. Gas-lift look. About half the cost. None of the problems.

FOR YOU, NOT FOR OURSELVES.

Some office furniture manufacturers have developed mechanical lifts for their own use on their own chairs. That leaves Faultless Spinlift as the only one available on the open market.

Call Ron Dame, our Office Furniture Products Sales Manager, at (812) 425-1011. Now. Talk with him about the possibilities you see in Spinlift.

We're not keeping it to ourselves.



We'll work with you on the designs still in your mind. The earlier you call in Faultless, the more we can help.

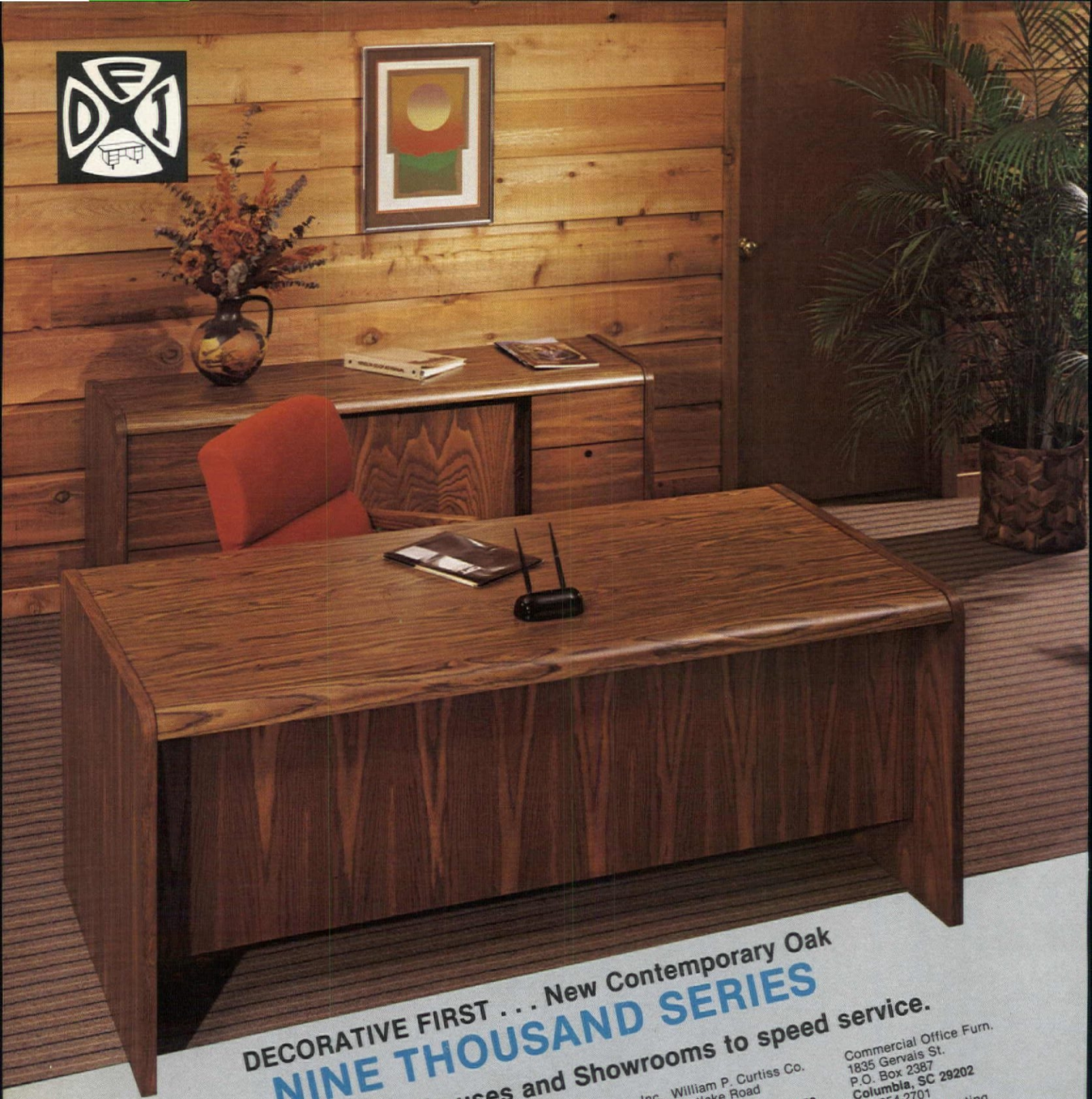
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THE CHAIRWARE COMPANY.

EVERYTHING BETWEEN
THE SEAT AND THE FLOOR.

Faultless®

Faultless Division
Bliss & Laughlin Industries
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THE LOOK SAYS "EXPENSIVE"



Patcraft's new Sovereignty Collection has the look of fine woven carpet without the cost.

Now, beautiful, woven-like designs (not printed) can be made by Patcraft without the use of a loom. This manufacturing technology allows you to order custom designs and logos for minimum yardage areas. The Sovereignty Collection is constructed for heavy traffic and has built-in soil resistance with static control. Shown is Embassy style, an "in stock" design.

Du Pont TEFLON carpet protector

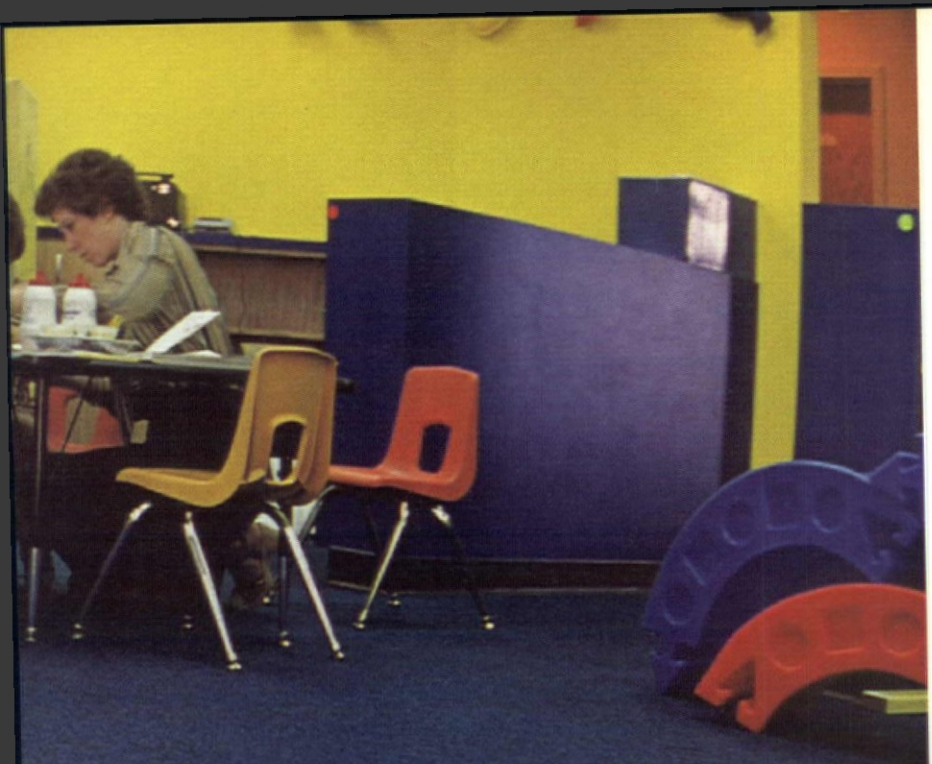
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"CARPETS OF DISTINCTION"
Patcraft
MILLS INC.

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PPET THEAT



Carpeting of Antron® III resists dirt better, stays new-looking longer.

The secret: Unique hollow-filament fibers.

Antron* III nylon is the only carpet fiber with a rounded hollow-filament structure. So it resists dirt better than other nylon fibers. The smooth exterior shape of Antron® III minimizes dirt entrapment, and the hollow-filament structure scatters light to make dirt less apparent. So the carpet stays new-looking longer than ordinary nylon carpeting.

Antron® III is durable. Pile of Antron® III resists crushing and abrasion even in heavy-traffic areas. Keeps its fresh, new look.



Magnification 250X of Antron® III nylon showing hollow filaments and round, anti-static filament.

Antron® III controls static shock. Gives you protection that won't wear out or shampoo out—because it's built right into the fiber.

That's why the John F. Townley Elementary School used carpeting of Antron® III nylon to cover over 58,000 square feet in its new building in Irving, Texas.

And why your next contract carpet should be Antron® III nylon.

Write for Specifiers' Information Kit:
Du Pont Company
Room 37274G
Wilmington, DE 19898

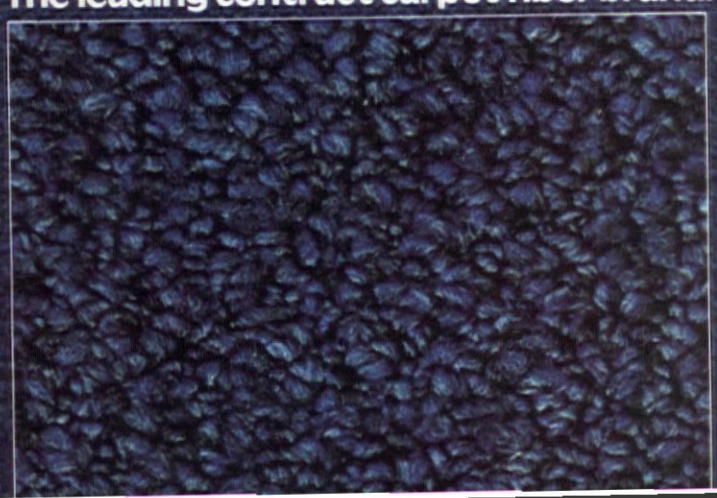
Installation: John F. Townley Elementary School, Irving, Texas.
Architect: Jerry Q. Jeffery Architects and Planners, Irving, Texas.
Flooring Contractor: Superior Carpet Corporation, Dallas, Texas.

*Du Pont registered trademark for nylon fiber. Du Pont makes fibers, not carpets.

Antron® III

hollow filament nylon

The leading contract carpet fiber brand.



DU PONT

REG. U.S. PAT. & TM. OFF.

Circle 85 on reader service card

1980 PRODUCT DESIGN COMPETITION

PRESENTED BY IBD IN COOPERATION WITH

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

PURPOSE:	To recognize exceptional design achievement in Contract and Commercial furnishings and related items of manufacturers and their product deisgners.
OPEN TO:	All manufacturers of Contract and Commercial furnishings and related items introduced within the past year.
RECOGNITION:	Manufacturers and their designers each will receive awards and the winning products will be widely publicized.

1980 COMPETITION JUDGES: Jo Heinz, IBD; Neville Lewis; Christine Pappamihiel; Lella Vignelli. Fifth judge to be announced.

RULES FOR ENTRY

1. Only products designed for contract use that have been offered for sale from September 8, 1979 are eligible. We must rely on the personal integrity of each manufacturer to honor this rule. Entries are not limited in number. No entry may win more than one award.

2. Manufacturers and designers may enter as many categories and designs as desired. A check for $75 shall be submitted to cover special handling of each entry.

3. The winners will be announced and presented at our Annual IBD Awards Dinner in New York Oct. 3rd (Designer's Saturday weekend). Details to follow. Winning entries will be featured in the November issue of Contract Magazine. Grand Prize winner will be shown in color on the Front Cover.

4. IBD and Contract Magazine are not responsible for lost or damaged designs submitted, either through fire, theft, or any other cause, in transit or on location at its own or any other address where the designs may be judged or exhibited.

5. IBD and Contract Magazine reserve the right to exhibit individually or collectively for the period of one year the award-winning designs at its own or other address that may be included in a circulating exhibition tour.

6. Decisions by the judges are final. Winning entries become the property of the Institute of Business Designers and Contract Magazine.

7. Advertising and publicity on winning designs following the initial announcement of the award winners must be confined to and specifically referred to the winning design. No publicity is to be released by a manufacturer or designer of an award-winning product prior to IBD's release date. Date to be determined.

8. Deadline for return of entry kits is Sept. 4, 1980.

IBD RULES AND REGULATIONS OF IBD PRODUCT DESIGN COMPETITION

IBD and CONTRACT Magazine wish to recognize design achievement for all products used in Contract, Commercial, and Institutional interiors. In this way we wish to show our appreciation to the manufacturers who are helping us maintain a high level of design.

THE AWARD CATEGORIES ARE:

A.	**CASE GOODS**	Any wood or metal unit such as a desk, table, storage unit, or combinations of both for Contract, Commercial, and Institutional usage.
B.	**OFFICE LANDSCAPING SYSTEMS**	Any system, wood, metal or fabric-covered.
C.	**SPECIAL EQUIPMENT**	Partition systems, screens, mechanical equipment, etc.
D.	**CHAIRS**	Any seating that is designed specifically for office or conference room usage.
E.	**LOUNGE FURNITURE**	Lounge or reception, modular, group, individual, series, etc.
F.	**SPECIAL SEATING**	Multi-purpose (stacking-ganging, folding, etc.) Special Usage (Hospital, Geriatric, Restaurant, etc.)
G.	**UPHOLSTERY FABRICS**	Natural or synthetic including vinyl and leather.
H.	**OTHER FABRICS**	Including drapery, casement, bedspreads
I.	**WINDOW TREATMENTS**	Blinds and shades (metal, fabric, wood and other materials).
J.	**DESK & OFFICE ACCESSORIES**	Desk-top units, wall plaques, ceramics, clocks.
K.	**LIGHTING**	Lamps, lighting fixtures or systems, etc.
L.	**WALL COVERINGS**	Wallpaper, wall paneling, vinyl coverings, ceramic tiles, etc.
M.	**FLOOR COVERINGS**	Carpet and Rugs
N.	**FLOOR COVERINGS**	Hard surface flooring, resilient, ceramic tile, wood, etc.
O.	**LAMINATES**	Metal or plastic for vertical or horizontal surfaces.
P.	**GRAPHICS**	Art, signage, sculpture, graphics.

At the discretion of the judges, gold and silver awards will be made in each product category.In the event of a tie, both will receive the same award. An overall award will be made for the outstanding product design of the year.

ENTRY KIT REQUEST

Forward To:
Institute of Business Designers
1155 Merchandise Mart
Chicago, Ill. 60654
312 - 467-1950

Category: _____

Date product first introduced on market: _____

Manufacturer: _____

Address: _____

City, State, Zip: _____

Name of individual

submitting entry: _____ Phone: _____

A CHECK FOR $75 MUST ACCOMPANY EACH KIT REQUEST

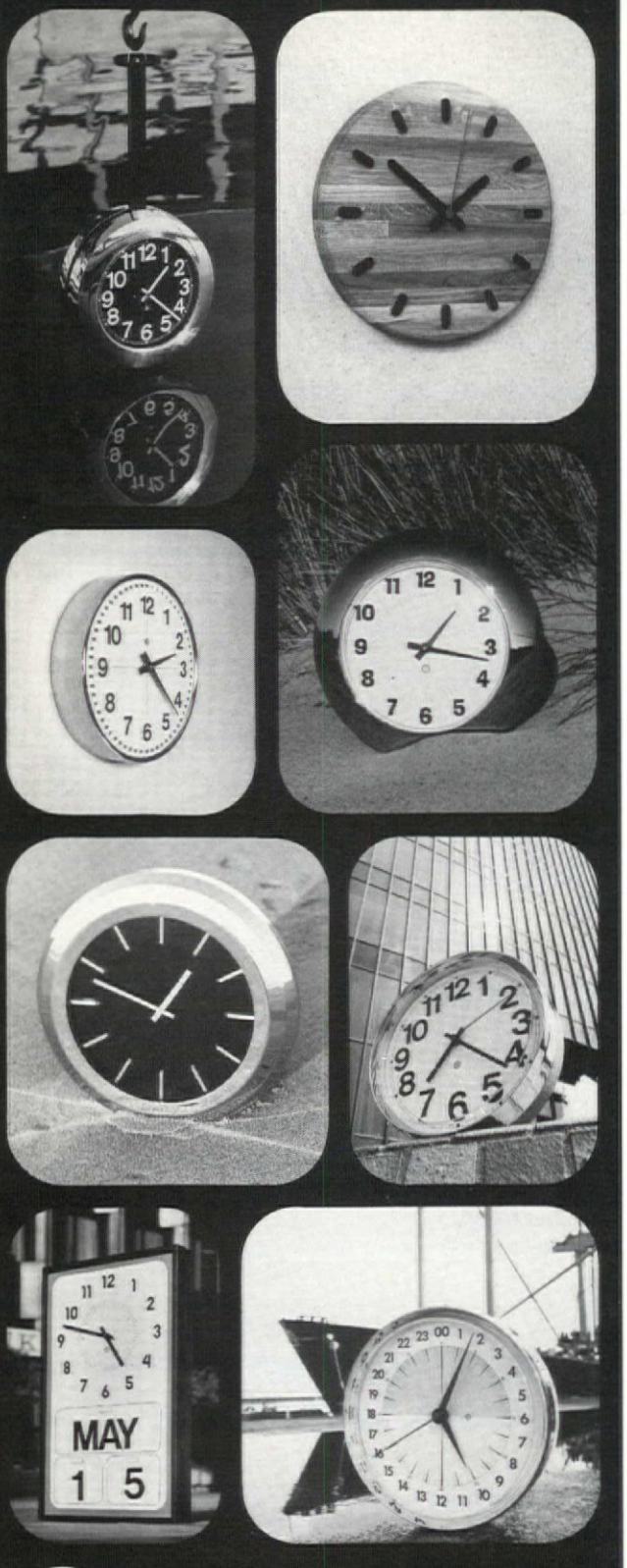
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PEOPLE/NEWS


Ehrlich

Si Ehrlich (shown) has been named Vice President/Sales and Marketing for The Feldman Co., Los Angeles-based lighting fixtures designer and manufacturers.

Koch + Lowy has opened a new showroom in Highpoint, N.C. at Southern Furniture Market Center, Space C423, Fourth Floor, Commerce Wing.

Peter Mack has been appointed to coordinate U.S. operations of Royal AaBe of Holland, Inc., textile manufacturer. Mack will build sales network from Royal AaBe's U.S. headquarters at San Francisco's Icehouse.


Vandenbark

Richard L. Vandenbark (shown) has been appointed Vice President/Finance for Vogel-Peterson, manufacturer of coat racks, office landscape screens, and related products.

Robert Irvine has joined Designers Furniture Center as Vice President/Sales.

Fred Barbour has been promoted to Vice President of Alma Desk Co.

Jann Doherty has joined ADD Inc. Architects, Cambridge, Mass., as Director of Marketing.

L.E. Carpenter & Co. has acquired Standard Coated Products, manufacturer of vinyl coated fabrics wallcovering, formerly a department of American Cyanamid.

Charles Sole has been appointed National Sales Manager/Health and Education Products Division of InterRoyal Corp.


Nasrallah

Patricia Nasrallah (shown) has joined Badische Corp. as Create Contract Carpet Consultant for Chicago and midwestern areas.

Randall Kent Davis, Executive Vice President of Davis Furniture Industries, has been re-elected to serve a second three-year term on Board of Directors of Business and Institutional Furniture Manufacturer's Association (BIFMA).

Four manufacturers have joined the **Carpet Cushion Council** bringing total membership to 32. New members are Hood Industries, Wakefield, Mass.: Crain Industries, Newnan, Ga.; American Foam Products, Miami, Fla.; and Hobbs Bonded Fiber, Groesbeck, Texas.

Jenner Industries, Inc. (OTC) has acquired Master Recessed Systems, Inc. and its subsidiary, MRS Interior Systems, Inc. (MRS). Companies are engaged in manufacturing, design, and installation of solar control systems, acoustical sound panel systems, and energy saving products for commercial and institutional facilities.



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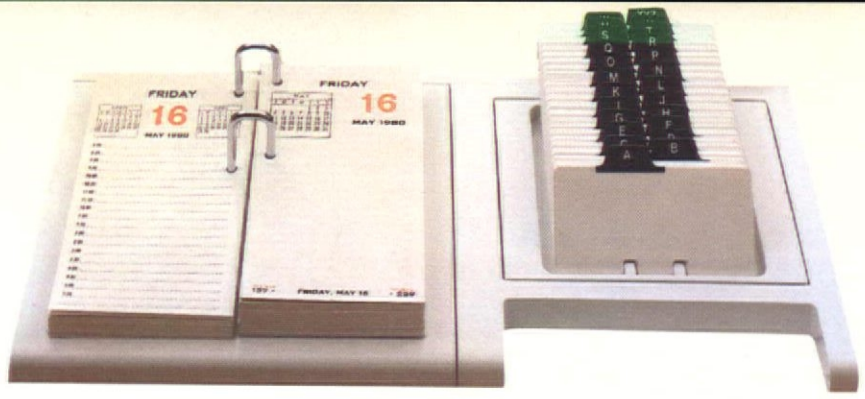
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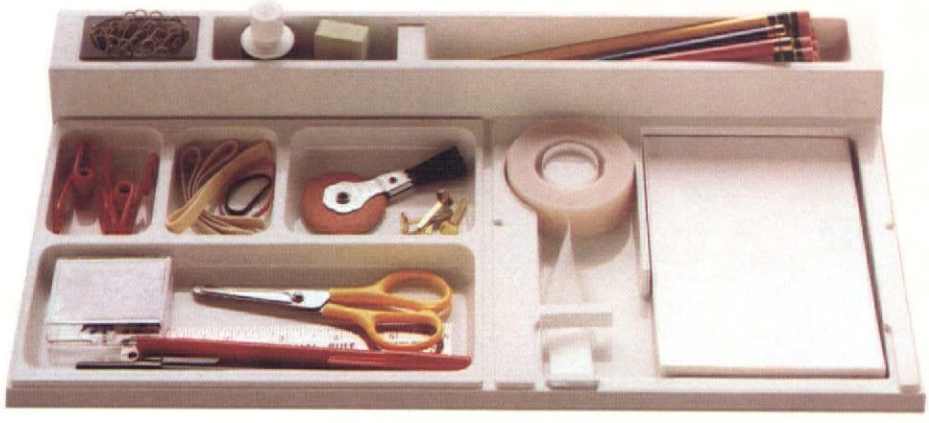
Available in Intermediate (64½"h) or High (76"h) groups and with an extensive line of optional elements, this High Open Office Furniture Group is shown with a unique Cordovan Walnut finish and Mirror Chrome Base Boots.

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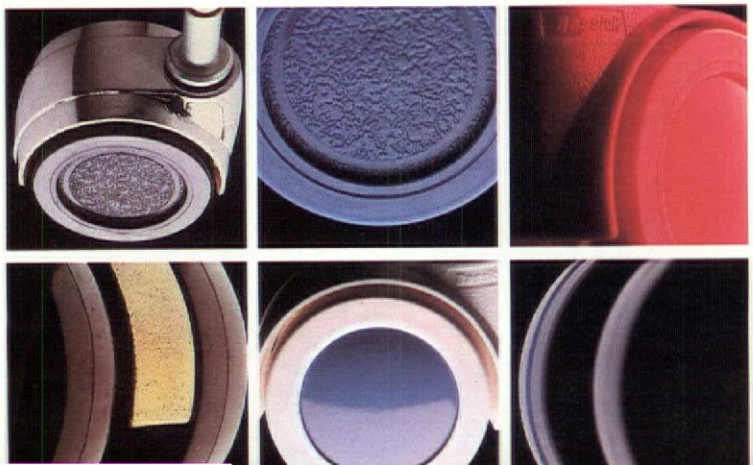
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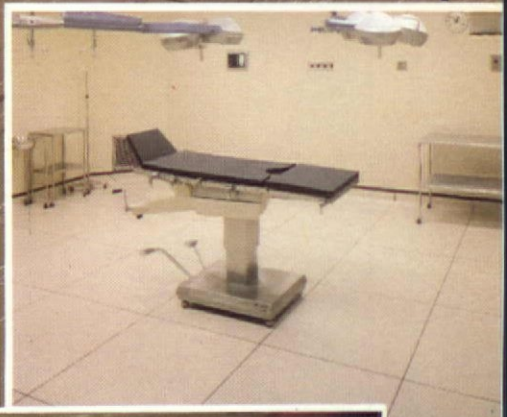
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Factory pre-grooved tiles for fast, economical installation

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1980

June 11-13. NEOCON XII—National Exposition of Contract Furniture & Furnishings. Merchandise Mart, Chicago.
June 14-16. Tampa Furniture Show. Expo Hall, Tampa, Fla.
June 15-20. International Design Conference. Aspen, Colo.
June 16-18. Construction Specification Institute Convention. Anaheim, Calif.
June 22-25. Summer Furnishings Market. New York Furniture Exchange, New York.
June 22-27. Summer Lighting/Accessories Market. Lighting/Accessories Center, New York.
July 1-3. National Education Association 1980 Educational Expo. Los Angeles.
July 6-11. Furnishings Market. Dallas Market Center, Dallas.
July 12-13. Summer Market. Design Center Northwest, Seattle.
July 13-16. International Carpet & Rug Market. Merchandise Mart, Atlanta.
August 16-18. Florida Furniture Show. Convention Center, Miami Beach, Fla.
August 21-25. ASID Annual Conference and International Exposition of Designer Sources. Hilton Hotel, New York.
August 22-26. World Woodworking Expo '80. Georgia World Congress Center, Atlanta.
September 13-17. International Woodworking Machinery & Furniture Supply Fair. Kentucky Fair and Exposition Center, Louisville.
September 14-17. National Market for Casual Living. Dallas Market Center.
October 1-5. NOPA Office Show. McCormick Place, Chicago.
October 2-3. CONN.Y. Floor Coverings Show. New York Carpet Center, New York.
October 2-5. Woodworking Show. Hyatt Regency, Chicago.
October 4-12. Arts & Antiques Festival. Park Avenue Armory, New York.
October 12. Contract Show and Seminar. Design Center N.W., Seattle.
October 17-21. National Summer and Casual/Lifestyle Furnishings Show. Expocenter, Chicago.
November 2-4. IBD Student Design Rally. Grand Rapids, Mich.
November 5-8. International Hotel & Motel Suppliers Show. Convention Center, Las Vegas.
November 7-9. Design Assembly. The Marketplace, Philadelphia.
November 9-12. International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 18-20. International Energy Trade Show. Expocenter, Chicago.

1981

January 4-8. Winter Market. Southern Furniture Market Center, High Point, N.C.
January 4-9. Winter Lighting/Accessories Market. Lighting/Accessories Center, New York.

Foreign Trade Shows 1980

September 12-13. Canexus '80. Toronto, Canada.
September 19-24. International Furniture Show. Milan, Italy.
October 1-3. Texprint '80. Royal College of Art, London, England.
October 21-26. Orgatechnik '80. Furniture Fair, Cologne, Germany.



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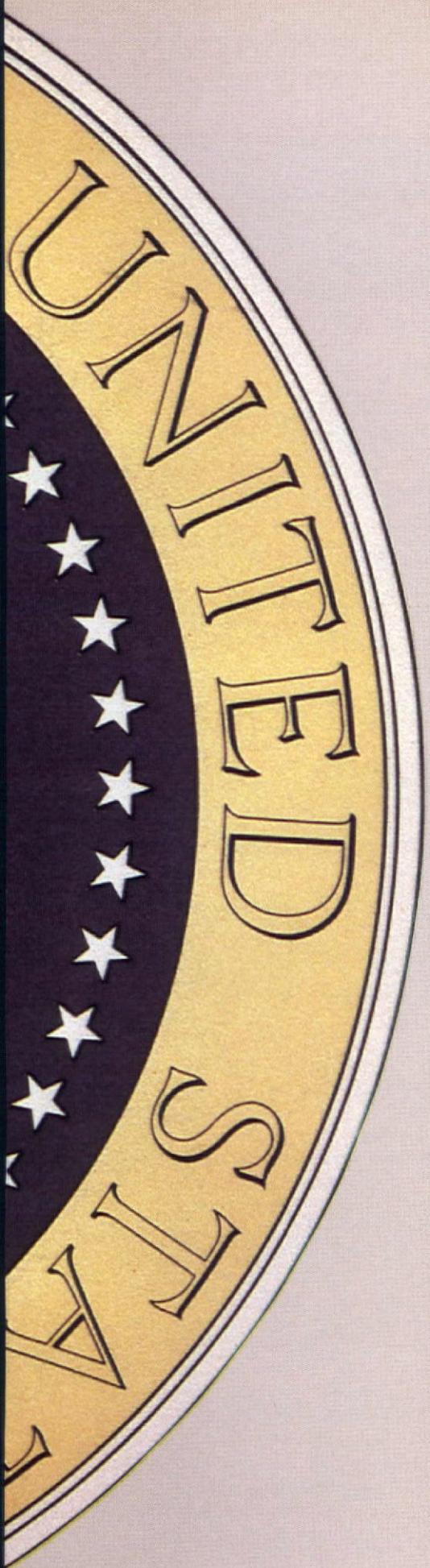
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GOVERNMENT DESIGN UPDATE:

"PLUG INTO SYSTEM" GSA ADVISES DESIGNERS

Despite a recession and Federal budget cuts, space design expansion continues in U.S. agencies to meet needs of rapidly growing bureaucracy, as reported by Len Corlin, Co-Publisher/Editor, and Karen Schwartz, Associate Editor, in this special update on Government construction, planning and design.

With the number of government employees projected to double in the 1980s, the advice of GSA executives to designers is "Plug into the system and grow!" Those who qualify and do so, according to Rick Hendricks, PE, Chief, Space Planning Branch, Public Buildings Service, Space Management Division of the General Services Administration, open themselves to growth potential in a system that rewards its producers with regular salary increases, promotions, and leave and retirement benefits.

Back in 1973, a report to the Chairman of the United States Civil Service Commission, entitled "Excellence Attracts Excellence" indicated that about 400 persons were hired for design-related positions in the Federal Government. They joined more than 13,000 other Government design-related people such as graphic artists, architects, illustrators, exhibit specialists, and photographers, among other design disciplines.

In 1980, the need has increased, as expected, and the system requires still more qualified interior space designers to meet the rapidly increasing pressure for office space to

FEDERAL EMPLOYEE PAY SCALES

GS GRADE	LONGEVITY STEPS 1	2	3	4	5	6	7	8	9	10
1	7,210	7,450	7,690	7,930	8,170	8,410	8,652	8,890	8,902	9,126
2	8,128	8,399	8,670	8,902	9,002	9,267	9,532	9,797	10,062	10,327
3	8,952	9,250	9,548	9,846	10,144	10,442	10,740	11,038	11,336	11,634
4	10,049	10,384	10,719	11,054	11,389	11,724	12,059	12,394	12,729	13,064
5	11,243	11,618	11,993	12,368	12,743	13,118	13,493	13,868	14,243	14,618
6	12,531	12,949	13,367	13,785	14,203	14,621	15,039	15,457	15,875	16,293
7	13,925	14,389	14,853	15,317	15,781	16,245	16,709	17,173	17,637	18,101
8	15,423	15,937	16,451	16,965	17,479	17,993	18,507	19,021	19,535	20,049
9	17,035	17,603	18,171	18,739	19,307	19,875	20,443	21,011	21,579	22,147
10	18,760	19,385	20,010	20,635	21,260	21,885	22,510	23,135	23,760	24,385
11	20,611	21,298	21,985	22,672	23,359	24,046	24,733	25,420	26,107	26,794
12	24,703	25,526	26,349	27,172	27,995	28,818	29,641	30,464	31,287	32,110
13	29,375	30,354	31,333	32,312	33,291	34,270	35,249	36,228	37,207	38,186
14	34,713	35,870	37,027	38,184	39,341	40,498	41,655	42,812	43,969	45,126
15	40,832	42,193	43,554	44,915	46,276	47,637	48,998	50,359	51,720	53,081
16	47,889	49,485	51,081	52,677	54,273	55,869	57,430	59,061	60,657	
17	56,099	57,969	59,839	61,709	63,579					
18	65,759									

GOVERNMENT DESIGN

Facilities management costs going up

accommodate more and more Government employees on many levels.

While some in the civilian sector would take exception to such Federal growth, opting for less government and fewer tax dollars directed to a growing bureaucracy, the fact remains that the Government is growing inexorably. In consequence, the need for design specialists to create efficient and productive work space is growing equally fast.

Hendricks' office, while providing design services to sundry Government agencies, is trying to get them to hire out-of-government design and specification firms to do the needed contract work. "In fact," he adds, "we have been trying to get the larger agencies to hire their own designers as staff people, as we simply do not have enough people to keep up with the demand."

For the aspiring Government designer, pay scales are determined by the Civil Service, depending of course upon what GS (General Schedule) level the individual is "plugged in" to the system (see Government pay scale chart).

Hendricks says, "When an agency is seeking a lot of design work consistently, we suggest to them that they hire an entry grade-level designer and planner, who will enter at GS-5 or 7. Agency heads often balk at that idea, since they are not in the design business and the idea is alien to them. Those who have done so, however, have been delighted and some have

sought second designers for staff when the need was great enough."

Managing costs increase

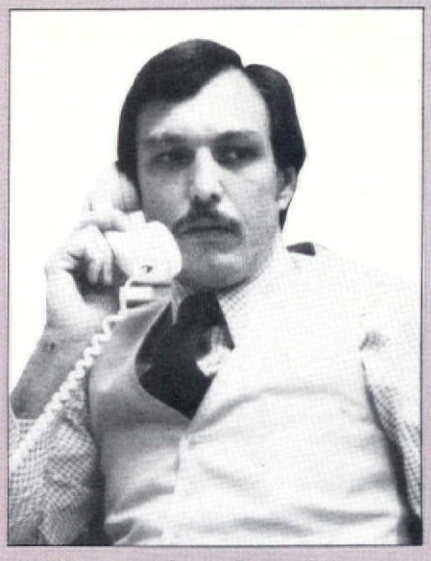
Twenty designers were placed in agencies last year as the result of that kind of effort by Hendricks. He adds, "The cost of managing facilities is going up, as is everything else. With an expected exponential growth of facilities in the next 10 years, our aim is to reduce costs through good design, efficient utilization of space—as only planners can do this. We take a management approach to design."

GSA, in addition to seeking designers for other agencies on a full-time basis, also has need for designers in its own agency. There are now 58 persons in 11 regions. GSA has expanded from the 10 that it has been operating for the past several years.

An important part of GSA's program to attract good designers is a program based on experienced designers seeking part-time work. Since salaries are pro-rated, the pay is good, Hendricks points out, and not at a "lower, part-time calculated scale."

Summer interns accommodated

GSA now is setting up cooperative agreements with schools, so that summer interns can be accommodated.



"It is true that the prices we have been paying (outside agencies) in the past have been too low . . . we are hoping to eliminate unrealistic bids."

—Rick Hendricks

They will first be recruited from the Washington, D.C., area and then the rest of the country. Interns will work for credit—not money, so that they can garner actual work experience. "If they are good," Hendricks comments, "We then can hire them when they are graduated."

What about the often-heard complaint by outside agencies that GSA pay is at too low a level to be profitable?

"It is true," says Hendricks, "that the prices we have been paying in the past have been too low—the Government is traditionally slow in paying and it is particularly hard on design companies, which do not have much capital to start with. We are hoping to eliminate unrealistic bids by refusing the lowest bidder, if that firm does not qualify to perform. We don't want design firms going broke with unrealistic bids, made just to 'get the business.' "

As for affecting esthetics—for many years a sore spot in government design—Hendricks points out that such improvements are the function of having enough good design people to do the job. That is happening, he says, "because the start of good esthetics is good planning. We are doing that now as the space design section expands with 'excellent' people."



NATIONAL ENDOWMENT FOR THE ARTS REVAMPS DESIGNER HIRING PROCEDURES

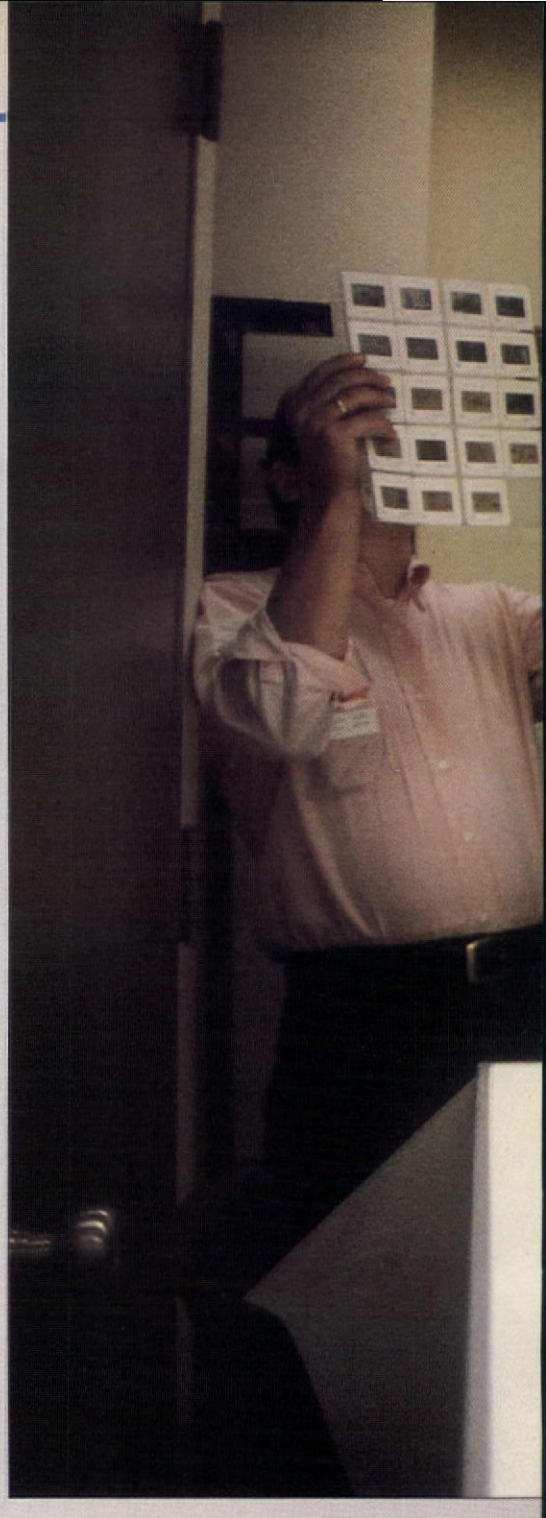
Under the banner "Excellence Attracts Excellence," Federal Government hiring procedures for interior space designers and planners have been revamped to assure that the announced goal is met. Utilizing the services of the National Endowment for the Arts, the Government has relied on the report and findings of the Task Force on Examining Procedures for Design Positions in the Federal Government.

In the past, obstacles lay in the way of the designer seeking to enter Government service. Job descriptions were not standardized. An applicant often was hired under a description that actually varied from the design and planning function that was the new employee's specialty. If a job opening was not listed on the Government's hiring register, there could be no application submitted. If an application were submitted for a specific job and another applicant got it, the applications of other excellent applicants simply would be dropped until another specific job had to be filled, at which time new applications would have to be submitted by those who were interested. In short, much water treading was in evidence due to outmoded procedures for hiring talented designers.

Portfolio review instituted

Joan B. Shantz, Assistant to the Coordinator, Design Excellence Project, Design Arts Program, worked with Bert Kubli, Program Specialist, Architecture, Design Arts Program, both of the National Endowment, to develop a hiring procedure based on portfolio review. The program also eliminated pit-





GOVERNMENT DESIGN

Rejection rate near 75% in portfolio review process

falls, such as those enumerated above, by establishing an eligibility rating that enabled qualified persons to be listed on a Civil Service Register from which agencies can select employees, as the jobs arise.

"In effect," says Shantz, "no one gets lost in the shuffle. Good people remain eligible until a suitable position opens up."

The Task Force Report on which she worked resulted in a streamlined hiring procedure based on portfolio criteria review. For a start, three GS-9s interview a candidate and can reject that candidate summarily if proper criteria for the job are lacking.

"The Endowment figures into that hiring procedure by making private panelists and designers available for portfolio reviews," says Shantz. "We pay for high class expertise and are responsible for establishing the staffing criteria."

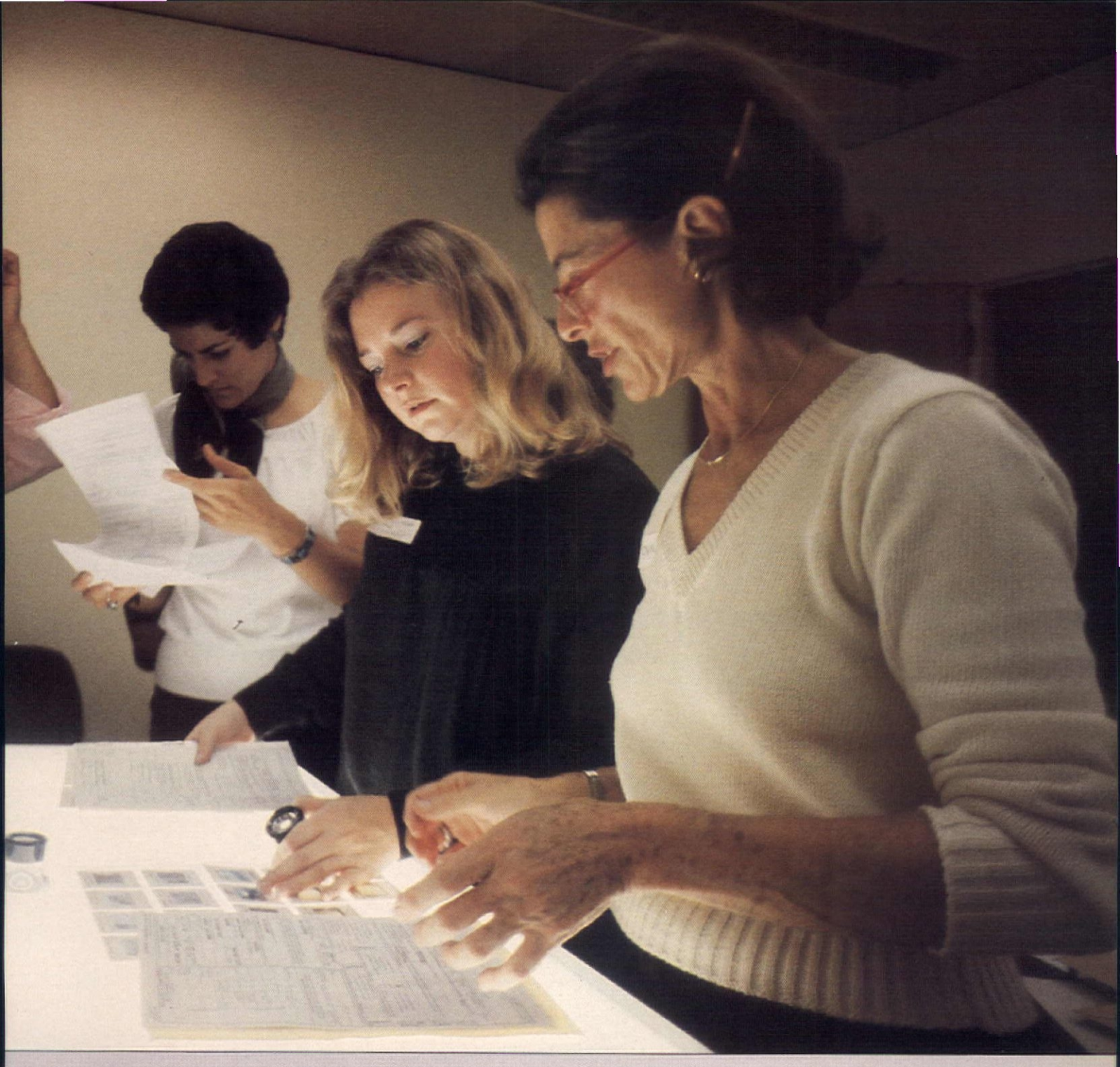
The system has been so successful, according to Kubli, that it has been adopted as nationwide test criteria for hiring interior space designers up to GS-14. Positions for GS-16 and above are appointive.

As the Endowment representative responsible for managing the judging panels, Ms. Shantz comments, "We see terrible portfolios of people totally unprepared to be professionally evaluated. Close to 75 percent of those applying for given grades are rejected. The panel cannot legally downgrade someone who might be acceptable at a GS-5 level, but applies at a GS-9 level and is rejected. In effect, the panel rates the individual for the GS level for which that person applied."

The GS-1001 form approved by the Office of Management and Budget (OMB) states: "This form, together with your slides and application form, will be used by an expert panel of interior designers to evaluate your knowledge, skills, and abilities against the knowledge, skills and abilities required at the General Schedule (GS) grade for which you applied. If you are rated as eligible, this information will also be used to match your qualifications to specific job requirements of agency positions."

The form also requires submission of slides of sketches, working and development drawings, models, constructed projects, projects supervised by the applicant, budget proposals, contract documents, milestone schedules, and other materials which show

Top left: Charles B. Zucker, Assistant Director, Architecture, Planning, and Design; Joan B. Shantz, Assistant to Coordinator, Design Excellence Project; Bert Kubli, Program Specialist, Architecture, Design Program, are shown discussing portfolio evaluation program. Above: Designer Emily Malino (right) is shown with other unidentified designers examining portfolio slides in an evaluation session recently in Washington, D.C.



the range and depth of the applicant's artistic, technical, and administrative capability. "Capabilities not shown," the form continues, "cannot be evaluated, and, therefore, cannot be considered. Remember, you are submitting your portfolio in slide form."

Panels planned year in advance

"The strength and success of the hiring program is due to the cooperation of the design societies, ASID, IBD, and AIA," says Shantz. "The panels convene once or twice a year and are planned one year in advance. They, of course, are coordinated with announcements for submission of applications.

"OMB provides a meeting place and consultants are selected from a resource pool list." Participants are paid $75 per day as an honorarium and $50 per day per diem. Panels may stay convened for as much as a week and a half. The National Endowment functions only to establish the mechanism that brings them together, according to Kubli.

Panels usually have between 12 and 24 persons, often recommended by a standing policy panel of the Design Arts Program, which is a 15-member board that meets two or three times a year, offering advice and direction. Rita St. Clair, former President of ASID and proprietor of her own design company in Baltimore, is a regular member of the panel.

"Unquestionably," concludes Shantz, "there is an awareness in Government—certainly helped by the support of Joan Mondale, wife of the Vice President of the United States, Walter Mondale—that good design solutions are cost effective in the long run."

GOVERNMENT DESIGN

GSA EXAMINES LEASING POLICIES ON CONSTRUCTION, SPACE, AND ENERGY

Escalating rental fees for Government offices are forcing a reappraisal of space rental policies by the GSA. Current double-digit inflation means a yearly cost increase of $60 million and more to the taxpayer, who is footing the bill for $600 million of Government building rentals.

That $600 million figure is currently projected for Uncle Sam's 1981 rent bill and neither the Executive Branch nor the Congress is content to sit back and watch it grow. The solution? Reduce the 50 percent of space leased by the Federal Government to more manageable proportions.

Long-range reduction of leasing in favor of ownership may be in sight, according to Dave Dibner, FAIA, Assistant Commissioner for Design & Construction, Public Building Service (PBS), GSA. He holds an optimistic view of construction prospects with bill S-2080, introduced to the Senate by Senator Daniel Patrick Moynihan (D-New York), aimed at redefining the Public Buildings Act.

"Moynihan wants to turn the tide to government ownership," Dibner explains. "We pay a lot of rent now. Moynihan is proposing that in 10 years the government will own 65 percent of its space; in 20 years, 75 percent. GSA anticipates an avalanche of building as a result of this bill."

"It also give us the right to borrow like a developer," he goes on to explain, "going through the Treasury, rather than through Congress. Building on a Federal level has been limited because a tremendous amount of money is needed up front. Government buildings cost more to build than private buildings. We have more stringent standards for floor loading, earthquake, energy, and accessibility standards. If we borrow like a developer, we have to think like a developer—work up a tight guideline and upgrade from there."

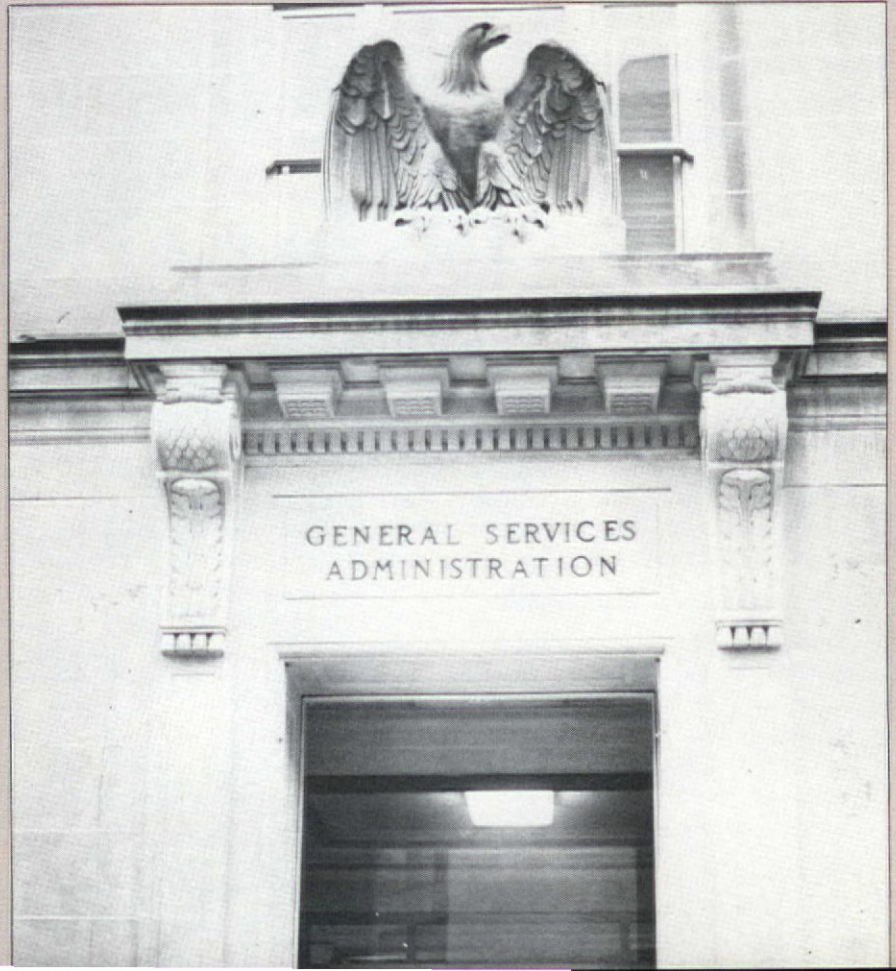
The government, in turn, will lease space to private parties, e.g., restaurants, retail shops. This will make these areas not only lively public spaces during the day and night, but also revenue-producing properties for the government.

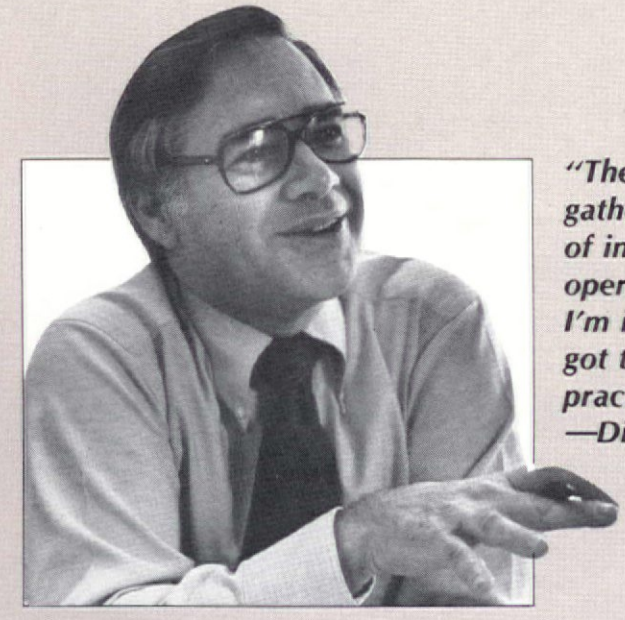
"Older buildings adapt best for this," Dibner comments. "The Old Post Office in Washington is one example of converting an historic building into contemporary offices but still enlarging upon the wonderful features of the structure."

A glance at budget figures supplied by GSA shows the emphasis on renovation. For fiscal '80 (Oct. '79-Sept. '80), $29 million was set aside for new construction, largely one building, and $145 million for repairs and alterations, i.e., altering antiquated ventilating systems to reduce energy consumption. In fiscal '81, $21.7 million will go to new construction, while $180 million will be sanctioned for repairs and updating.

Bill S-2080 also includes research funding, a concept that is new for the GSA. On occasion, the department has sponsored individual projects, such as a study of worker productivity and job satisfaction being conducted by Mike Brill, AIA, and Pamela Clayton, AIA, of BOSTI (also see CONTRACT January 1980). Dibner feels this kind of research should be used in all building programs, both before and after construction.

"When we build, we're clients to outside architects and engineers and we need an effective Information Delivery System. As a practicing architect for many years, I know very little research filters out. I want an architect to be responsive to my needs with the latest information. We need an easy feed system so that the architect is chewing on the most up-to-date data, maximizing his creativity. The challenge is to gather a central source of





"The challenge is to gather a central source of information for the operational community. I'm impatient. We've got to get it to the practitioners."
—Dibner

information for the operational community. I'm impatient. We've got to get it to the practitioners."

Dibner became aware of the urgency of such research when his office tried evaluating projects. They began with three basic questions: 1) What were the original goals? 2) How successfully did we meet these goals? 3) What can we learn about this project?

"When we started out," says Dibner, "we found we couldn't even answer #1. We weren't supplying the architect with a proper program. Now we have Pre-Design Programming where we consider energy needs, sun patterns, the handicapped, traffic, neighboring buildings, and how our building will fit into the fabric of the city. Every project will be approached in this way and have a follow-up study upon completion. In this way, we're creating a learning cycle of input for the next building."

Anticipating budget cuts throughout the Carter administration, Dibner has begun belt-tightening measures, without sacrificing end goals. He recently called a research symposium of all agency in-house design departments to pool information and discuss directions. In addition, the GSA has an agreement with the National Bureau of Standards for research.

Saving energy is the top priority for review by the PBS. Each building is to be evaluated for solar systems and immediate operational measures that can be taken. Lights are turned off and delamped, thermostats are set, windows caulked and/or replaced with energy-saving glass.

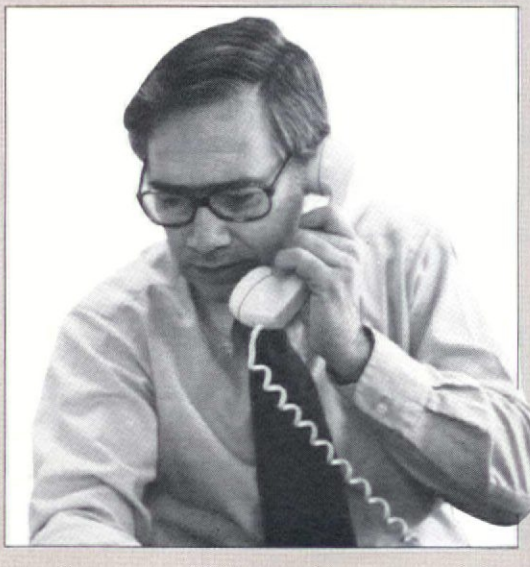
"We hire an energy consultant to come up with a shopping list of requirements," Dibner explains.

"Buildings require tailor-made studies because they run on different time schedules and vary in size and number of employees, among other considerations. Each new building will have an energy budget and the architect will respond to that."

The same concern for construction and renovation prevails with interior design. Dibner is an enthusiastic proponent of experimentation. His own offices, a spacious open plan set at one corner of seemingly endless GSA corridors, display unique individuality. Colorful posters festoon walls and partitions, ivy ropes its way about employees with green thumbs.

"It's so important not to be limited to four walls," he remarks. "But you can't just plunk people into a new space. The importance of territoriality and acoustical privacy must be accounted for. Restoration poses its own set of problems. It's difficult to take a turn-of-the-century building and make good offices. That's where design ingenuity takes place.

"Creation of new offices is an integration of so many things," he notes. "It's also a challenge to use old furniture in new ways. As research helps us understand how the office works, changes in materials will come about. Perhaps office buildings will be built of less permanent materials so that we don't invest so much energy in construction. Energy, that is, from a holistic view—mining materials, building, and finally daily operation. We're on the verge of understanding just what we need."



"Buildings require tailor-made studies because they run on different time schedules and vary in number of employees among other considerations."
—Dibner

GOVERNMENT DESIGN

OMB UNFREEZING OF FURNITURE PURCHASES IMMINENT AS CORRECTIVE ACTION TAKEN





A Government agency head moves ahead with installation of 10,000 sq. ft. of open plan offices and decides to store tables, desks, and chairs for a future expansion. Why not? goes the reasoning. If I turn the furniture in, I'll get no credit for it and the very next time I have to expand a department, I'll have to go through that entire approval process with GSA.

That kind of reasoning times 1,000 resulted in the Office of Management and Budget freeze on all purchases of office and household furniture by Federal agencies last year.

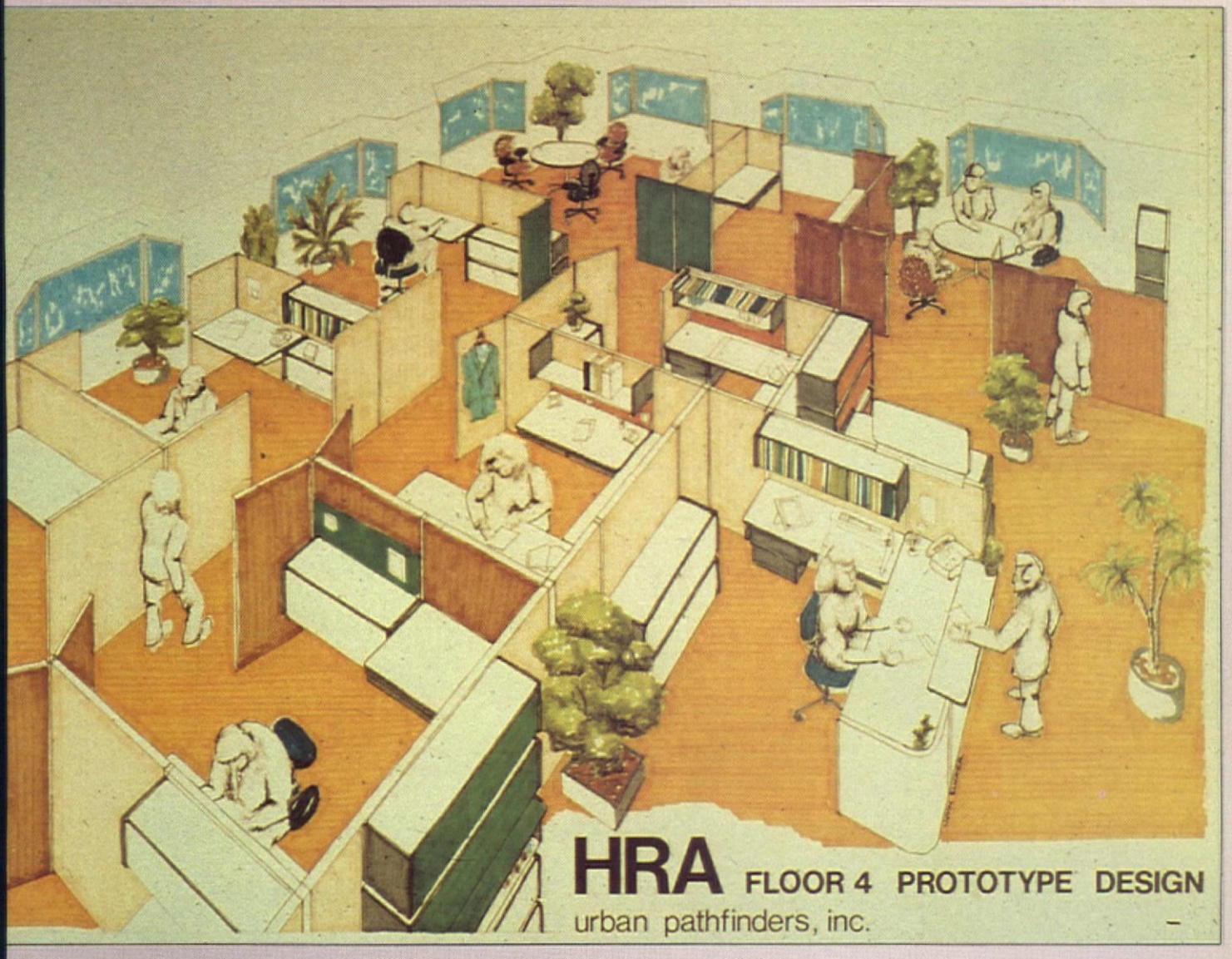
Thrust to be cost-effective

But there is light at the end of the furniture specification tunnel as abuses are curbed and procedures instituted that reward agency heads by giving them future purchase credit for turning in such excess furniture. Other accountability processes also are in the works to assure that every dollar spent by U.S. agencies for furniture and furnishings will be cost-effective.

Freeze started with GSA

Discovery of thousands and thousands of dollars worth of new and used furniture sitting idly in storehouses while orders for new furniture were being placed brought a budget-conscious OMB dictum to freeze such purchases until accountability systems could be imposed on all agencies, starting with the GSA. The freeze provided for a cessation of procurement of new office furniture by Executive Branch departments and agencies, superseding the moratorium ordered by the Administrator of General Services in October, 1979.

Under a Furniture Management Reform plan, agencies wil be required to submit to GSA plans for the procurement of furniture for the balance of 1980 and in 1981. Plans will be re-



viewed in GSA and forwarded to OMB for approval, according to freeze announcement, OMB Bulletin No. 80-6.

Last year, $21 million worth of furniture was purchased by GSA for 230 projects. Of that figure, $3½ million was allocated for systems furniture, with that figure projected to grow in quantum leaps. But the uncovering of caches of phantom furniture for which there was no accountability, caused the freeze. Consequently, an uproar ensued at agencies in dire need of furniture to meet expansion needs, as well as at furniture manufacturing and distribution sources hurting in the bankbook because of the freeze.

Problems being corrected

"There are many furniture management problems in Government," says Rick Hendricks, PE, Chief Space Planning Branch, PBS, GSA, "which are being corrected now. We agree that the problems were existent, but are being eliminated. The Federal Supply Schedule, as a case in point, is going to get into the furniture management business.

"One of the programs now being worked out enables an agency to turn in furniture not being used and get credit applicable against new systems purchases. The only demand is that agencies be responsible in the procurement of such furniture."

The GSA has worked out a systems furniture procurement technique based on life-cycle costing, in which everything in terms of furniture renovation and space costs are accounted for and compared. Big savings are being realized in rents associated with space savings, energy savings, and increased productivity from enhanced environments for work, says Hendricks.

"Up-front work to get systems furniture," he says, "makes agency heads think through a project, and in the process, get to understand benefits. In effect, it is a controlled process that allows agencies to acquire systems furniture, if it can be cost justified, preferably with a design program."

Recently, the GSA unveiled a multimillion dollar savings plan that would employ excess and rehabilitated furni-

Typical open plan schemes, in existence on left-hand page, and projected in rendering above, are work of GSA designers. Furniture for future projects awaits removal of freeze by OMB at the time of this writing.

GOVERNMENT DESIGN

Savings plan to employ excess, rehab furniture

ture. The plan, according to GSA's Region Administrator Gerald J. Turetsky, would sharply reduce purchases made each year by Federal agencies. The plan involves refurbishing old furniture at about 30 percent of the cost of purchasing new.

Total refurbishing is self-defeating

While some refurbishing is desirable, depending upon the application, total reliance on refurbishing flies in the face of attempts to upgrade design with systems furniture efficiency, according to a number of industry representatives.

Another furniture procurement process called for by the GSA for systems furniture raises project size limitations and places the power to specify by brand in the hands of GSA client agencies. More specification of office landscape furniture in Federal offices will result, according to a GSA spokesman. Order sizes would be limited to $525,000 under the new system procurement rules, with brand decision left up to user agencies.

GSA, however, must review the interior plans at one of its 11 regional offices to ascertain that maximum space utilization has been achieved.

Lifting of the furniture purchasing ban, according to Hendricks, is expected within 120 days of the writing of this article. When it happens, a collective sigh of relief will create hurricane winds both in government circles and the civilian sector. Dealers and manufacturers will then stop complaining because nothing can be sold. With new efficiencies and controls, the Government can go back to its more important business without worrying about money waste at the furniture and furnishings level.

VA INITIATES ART-IN-ARCHITECTURE AS VETERANS' LINK TO OUTSIDE WORLD

"A VA hospital should not be the last gasp for a patient," says Christine Pappamihiel, chief/interior design division, Veterans Administration. "But rather, a bridge to the outside world."

One effort to change this image is the VA's joint program with the National Endowment for the Arts (NEA) to provide works of art in or on the grounds of VA hospitals throughout the country. One-half of one percent of construction budgets, not to exceed $50,000, will be set aside for major works of art at new and renovated facilities.



"This art program is really to Max Cleland's credit. He has put a great deal of emphasis on humanizing VA facilities."
—Pappamihiel

Growing art awareness

In 1978 a national survey of some 40,000 veterans revealed they were least satisfied with emotional support given them in VA hospitals. There were repeated requests to have art programs expanded. VA staffs responded on a small scale, inviting local art communities to participate with the hospitals. The strongest catalyst proved to be head Veterans Administration Administrator, Max Cleland, a paraplegic veteran himself as a result of the Vietnam War.

"This art program is really to Cleland's credit," Pappamihiel comments. "He has put a great deal of emphasis on humanizing facilities. It is a real link between VA patients and the outside world. Additionally, it's a means of making a VA center more of a public space."

Added thrust came from facility directors of individual hospitals, as Pappamihiel explains. "There's a lot of creative architecture going on and our agency parallels the general public's interest in art and architecture. Hospital directors have a greater sense of community and they're much more involved. Now that the general public is more art conscious, the staid VA realizes that four walls and a clean room is acceptable no longer. Lots of cities and states have public art programs. Hospital administrators wanted our agency to make a commitment to programs of this kind," she remarks.

The answer came in two parts: Art-In-Architecture for the commission and purchase of artwork and Artist-In-Residence, where artists in the visual and theatrical arts conduct workshops for a year. The first location for the latter category will be the Hines VA Medical Center, Hines, Ill.

Hospitals as public spaces

Art-In-Architecture began in 1971 with the support of the White House

and NEA. Sixty-three government agencies were asked to comment on the importance of such a program. In 1972 the VA became one of the agencies to back the idea. Despite the initial appeal of the program, however, responsibility for organizing and making it a reality stagnated.

In the fall of 1979, art specialist Lenore Jacobs was selected coordinator to move the program forward, under the aegis of the Office of Construction which oversees all building for the VA.

"Before Jacobs came on board, the art program was a job added to everyone's schedule. A building would be built, furniture specified, and then the artist would be assigned, which greatly hampered his or her style," says Pappamihiel.

Working on construction and interiors first and adding art input as the last step prevented the design team and artist from exploring the best way to integrate art with a site. Now Jacobs works closely with architect and artist to offer both maximum flexibility.

"The point of the program," Jacobs explains, "is that art is an integral part of the building and not to be applied like a postage stamp. Its purpose is that people—patients, staff, and visitors—don't have to feel they must go to a museum to see quality artwork. Right now the program is still young, but it will be opening doors to many kinds of exposure to the arts."

Pappamihiel's role as chief of interior design for the Department of Medicine and Surgery with the VA is to see that a facility will function from the very practical standpoint of the patients and hospital staff. She serves on Jacob's committee, making sure furnishings do not detract or fight with art selected.



"A VA hospital . . . should be a bridge to the outside world." —Pappamihiel

"Our two departments are a well-coordinated effort all around," Pappamihiel remarks. "If a project is an existing building, Lenore gets background finishes and color themes to work with."

Selecting artists for a site

NEA and VA put together a regional panel of three art professionals such as university professors, journalists, and museum curators, for each VA hospital under construction. One member is selected from the city where the facility is located. In many cases, the other members are from neighboring states.

"The reasoning behind choosing a resident of the particular city is that he or she will be sensitive to the art scene in that area," says Jacobs. "Pulling the other members from adjacent states broadens artists' chances to enter and makes the agency's selection pool that much more diverse."

As Administrator of the VA, Cleland, has the final word on the artist selected by the panel. One commission is granted per artist. Works may be indoors or outdoors and are not limited in scope. American artists working in all mediums, including: ceramics, stained glass, tapestry, murals, painting, kinetic and environmental sculpture, will be invited to submit samples of their work. At the present time, four projects are in the works and the committee hopes to get 11 more stations involved by the end of the year.

While commissioned works will serve a cultural and esthetic function for the VA, Jacobs acknowledges investment potential as well.

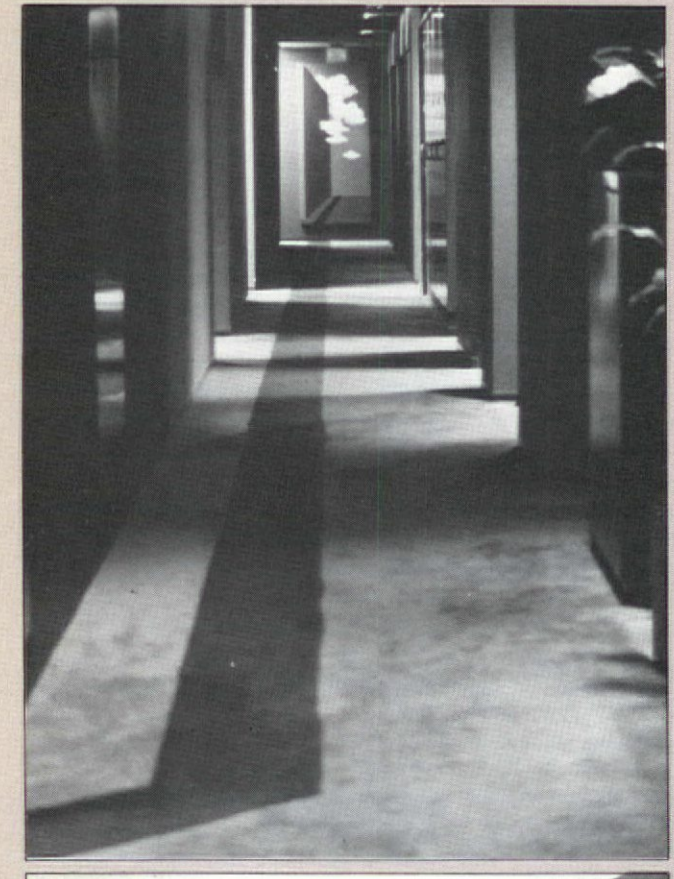
"All work we will be purchasing will triple in value by the time of installation," she comments. "Our panels have the expertise to judge who is well known and who's coming up. And some of these artists are bound for glory." □

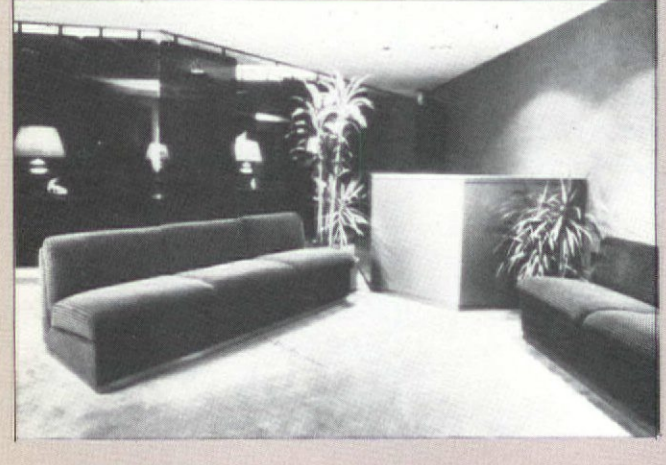


"Art is an integral part of the building and not to be applied like a postage stamp." —Jacobs

FEDERAL REGULATORY AGENCY SIDESTEPS SCHEDULE TO GET LUXURIOUS LOOK

Not all government design falls within the guidelines of the Federal Supply Schedule. One such example is the elegant and commanding offices of FDIC, designed by Lidia Danjell Design





Most persons entering the regional Federal Deposit Insurance Corporation offices, Columbus, Ohio, would do a double take at the opulence of the facility. Quite unlike most government offices, the FDIC is a rich mix of velvet seating, Ultra Suede walls, and employee sections with an almost residential air. This federal regulatory agency, responsible for insuring banks, is not supported by tax dollars, but rather by its clients, leaving it outside the directives of the Federal Supply Schedule. Designer Lidia Danjell's only guidelines were budgetary yet she achieved remarkably decorative spaces (well beyond usual government capability) below projected costs.

Since the agency functions as a watchdog for banks, the director requested offices with an edge of intimidation. Danjell, president Lidia Danjell Design, Columbus, Ohio, and architect Pat Burns, AIA, Columbus, transformed 11,000 sq. ft. of gutted space into a dramatic series of thresholds for the visitor to cross.

Danjell designed a foyer with "no corners to hide in and the impression that you will be taken care of immediately." A square, bronze metal reception desk was chosen to tower over visitors' seating—two velvet slab couches in a very sparsely decorated room.

Bold carpet stripes tie areas together and serve as directional guides to visitors. Stripes stop at the director's door,



Soft, angled walls and carpet graphics provide sense of direction and flow of inter-office traffic. Trompe l'oeil (top left), painted by Danjell, adds light touch to corridor space. A sleek minimalism pervades reception area (bottom left) and spaces adjoin one another for visual interest. Lamps in secretarial pool glow through smoked plexiglass panels hung from ceiling (right).



FDIC OFFICES

Emphasis on privacy, visual interest

the seat of power in the agency. The director's office employs warm earthtones and deep upholstered furniture.

Employee areas have residential air

Traditional placement of top executives in prime spaces was modified after examining job definitions. It was determined that secretaries needed the greatest amount of visual relief since their work is very detailed. Their tasks often require cross-checking documents with a partner, so Danjell created a small acoustically-treated room for this purpose. To insure privacy and productivity, yet maintain openness, the clerical area is clearly separated from the foyer with a system of smoked plexiglass panels floating from the ceiling. Sense of intimacy is heightened by brass lamps with rust shades on each clerical desk.

The assistant director's office serves as a transition between public and private space, with bold, zig-zag wall covering. Danjell's trompe l'oeil that carries the striped carpeting out into an upper stratosphere is a witty introduction to middle management offices, located on the 26th floor of a high rise building. □

Visitors' conference room (right) features a 20-foot, custom burl elm table banded in bronze and echoed in chairs. Hand-sculpted bronze birds continue this theme against lighted forest green backdrop.

SOURCES
Sofas—Interiors International. **Reception desk**—custom by Product II. **Desks**—Alma, Sunar. **Boardroom table**—Brueton. **Chairs**—Tulip. **Carpet**—Stratton. **Wallcovering**—Decorator's Walk, Thorp; Ultra Suede, Robert Allen Fabrics; Genon. **Plexiglas panels**—Innovative Services. **Sculptured birds**—originals by Z. Danjell Creations. **Painting**—Lidia Danjell.





IRAN, PAKISTAN EXPERIENCE PUTS PRIORITY ON SECURITY IN EMBASSY DESIGN

Embassy designers now wrestle with a new major problem—security—added to tropical pests, social and religious customs, and intercontinental deliveries, according to William L. Slayton and Susan Reed-McQueen, ASID, Foreign Buildings, State Department

Since the incarceration of over 50 Americans in Iran by militants heeding the emotional and often irrational directions of Ayatollah Ruholla Khomeini, United States embassy designs are taking a turn toward more security.

That observation by Susan Reed-McQueen, ASID, Chief of Interior Design & Furnishings, Foreign Buildings Operations, U.S. State Department, is being translated into concrete, wood, stone, and other native building materials used in the construction of foreign embassies.

"We were forced to change our thinking by events of the past months," comments McQueen, "so that grand lobby entrances, for example, are disappearing with concern for safety and the ability to screen visitors."

Top priority on safety

Superimposed over considerations of protocol and comfort is the need to provide a shield of safety to embassy personnel, she continues. "The design branch has had to conform to a recent history of violence, which means a wide number of security considerations ranging from furniture configurations to shardproof windows.

"If you don't put seating in an entrance, no one can loiter. By breaking an entrance space into segments, we can have effective control."

Construction materials are also selected for safety and security reasons, she adds. Products like GE's Lexgard for windows tends to retard sharding. "After all, we can't put bars on all windows and retain an air of dignity and decorum."

Beyond security considerations, McQueen thinks of embassies as being the most glamorous hotel chain in the world. "Embassy design is, without doubt, an exotic mission." At any one point, she may be juggling projects in Africa, Ireland, the Mideast, and Mediterranean. Because of that, she faces problems unlike any other government designer.

Showcasing American design

The agency's clientele, ambassadors and diplomats, are spread throughout the widest variety of environments. Consequently, her knowledge of climatic conditions, tropical pests, social and religious habits of native employees and others—to mention only a few considerations—is extensive.

Nothing can be taken for granted. An ambassador's home, as well as offices, is a stage for American diplomacy. The ambassador's business and social responsibilities are so intertwined that the residence serves both as a platform for protocol and comfortable living quarters.

"Since we're dealing with Americans who work abroad, we provide American environments," McQueen explains. "We buy American furniture. We want these settings to be showcases of fine American design, as well as making the ambassador and his family feel at ease so that they can function as effective representatives."

Architects conduct studies

Embassy and chancellory design are considered prestigious commissions for architects. The roster of important architects who have designed embassies is impressive, including Edward Durell Stone and Le Corbusier. The architects are selected under the direction of William L. Slayton, Deputy Assistant Secretary Office of Foreign Buildings, Department of State, by a panel of three architects serving three-year terms. Once commissioned, the architect is sent to the site to study local conditions of climate, terrain, indigenous materials, local

Grand drawing room (upper right) of embassy residence, Tokyo, meets needs of large representational entertaining, yet provides feeling of intimate groups with small clusters of seating. Reception gallery (lower right) is designed to handle receiving lines of large-scale events.





EMBASSY DESIGN

Small lobbies aid screening

architecture, customs and availability of labor. Preliminary plans are drawn up and presented to the panel. At this point, McQueen and her staff become part of the developing design process.

Either McQueen or Slayton makes visits to the site and evaluates materials and design solutions generated up to this point.

"We always make changes after visiting the site," Slayton remarks. "In Zaire, Africa, for example, we found we had to move laundry facilities indoors because insects would find refuge in the clothing and then transfer to people's skin. In one Middle Eastern embassy we had to make arrangements for a place for Moslem staffers to pray in the traditional head-to-ground, facing Mecca position.

McQueen stresses the importance of ironing out these kinds of details beforehand. Working far from the actual project site, careful investigation is critical to the success of a project.

"We can't afford to make mistakes working at such distances. Time is the biggest problem—getting things from source to shipper to post. Everything must be well thought out," she says.

Selecting furnishings for longevity

McQueen's overall philosophy is that the architecture of a building demands its furniture and that each embassy is a display of American design. What emerges is a marriage of materials combining U.S. technology with indigenous materials. Products native to a particular country are usually used in a decorative manner. Therefore, an office in Djakarta, Indonesia, where teak is plentiful, will be outfitted with U.S.-manufactured office systems and teak walls and cabinetry.

McQueen's description of embassy design as "the most glamorous hotel chain in the world," is not without very practical aspects. The fact that walnut will be attacked by termites in Peru or that many posts lack dry-cleaning facilities, must be taken into account.



"We were forced to change our thinking by events of the past months, so that grand lobby entrances are disappearing with concern for security."—McQueen

"We look in terms of longevity. With fabrics, we don't want to cover everything in plastic, so we choose nylons and cottons which are breathable and washable," McQueen explains.

Flow, flexibility in residences

The dual purpose of the ambassador's residence, as both a home and a place for social receptions, requires careful study of flow and flexibility in designing its interiors. "You have to plan interiors for receiving lines and seating large numbers of persons.

"The residence should have the ambiance of small, comfortable groups, yet accommodate 250 persons. In the Seoul, Korea embassy dining room, I specified three rectangular tables which can be used as three intimate dining sections, one very long table, or one small setting for eight by using one table and folding the other two," says McQueen. "This also demands family areas be defined very distinctly from more public spaces. In the case of Seoul, I used two steps and wall-to-wall carpeting to demarcate the family unit."

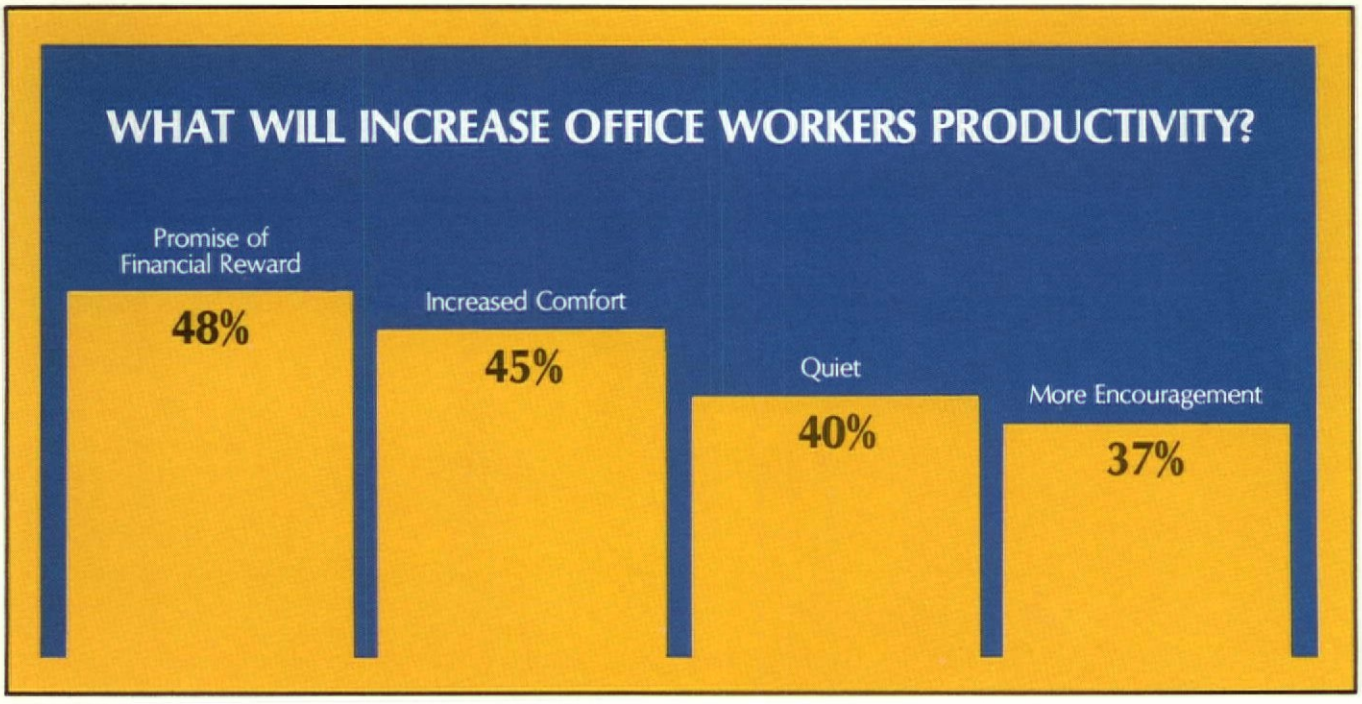
Social aspects beyond embassy duties also affect design considerations. In Saudi Arabia, women are not allowed to drive, and in some instances, cannot entertain with men present. Allowances must be made for sports, entertainment, and in general, smoothing difficulties personnel will encounter in a foreign country. These concerns usually fall to State Department administrators, however, the FBO does have some input.

"It's very frustrating to be limited in your activities," McQueen remarks. "Embassies have always contained a small fixed theater for movies. Now we see this room has become a multi-purpose room which can be converted for parties, movies, or lectures. We are the support service for the U.S. Embassy abroad and we try to make life as organized as possible." □

Predominately American furnishings are used throughout Tokyo residence, as seen in state dining room (upper right) which seats 46 for formal occasions. For informal functions, table is folded and stored, replaced with round tables. Paneled and book-lined library (lower right) is the only downstairs room where the ambassador and family can entertain privately.







WAGES, THERMAL ENVIRONMENT CONCERN WORKERS MOST IN SECOND STEELCASE/HARRIS OFFICE SURVEY

Better rewards for better productivity by office workers and more control of the thermal environment at the workplace scored high in The Steelcase National Study of Office Environments, No. II conducted by Louis Harris & Associates, Inc. Called "Comfort and Productivity in the Office of the 80s," the study measured attitudes of 1,004 office workers working full-time for six months or more in offices of 25 or more employees and 203 executives who have responsibilities for office planning in major corporations.

While office employees put the emphasis on better pay for better productivity, executives hove to a more traditional tack. They held that praise and encouragement and more experience, in that order, were more important.

"The discrepancy between office workers and their bosses has persisted," notes Steelcase Senior Vice President Marketing, Fred A. Bell. "In the 1978 study, a similar question yielded a similar difference of opinion. The logical conclusion is that office workers want a reward for increased productivity. Executives don't seem to see their workers as being motivated by such considerations."

Conventional offices down 10%

Since the last Harris study for Steelcase, conducted about two years ago, conventional office use has dropped 10 percent, while both open and pool offices have increased six percent each in the same period, as projected by results of the first survey.

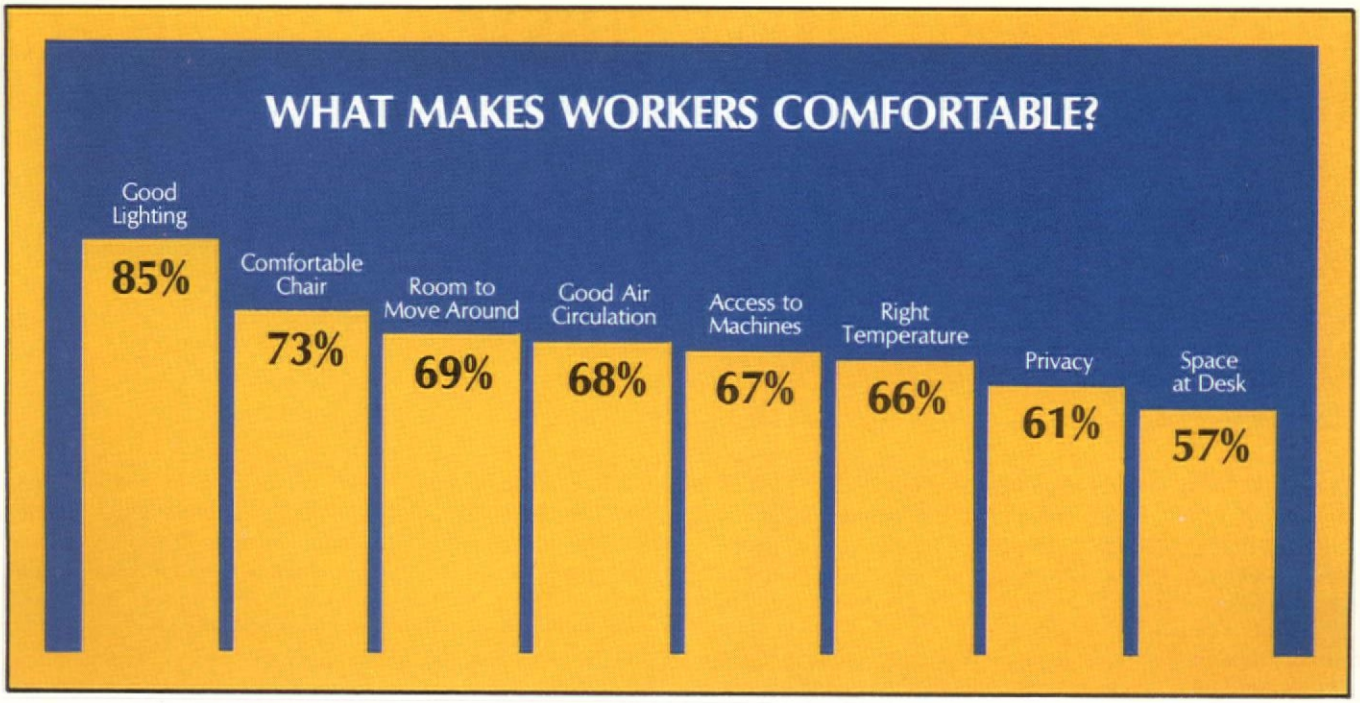
Harris warned that the study "does not measure productivity, only the attitudes of those who were studied." But those attitudes were revealing. "Make no mistake about it, they [office workers] want a distinct quid for the quo of improving their productivity. A nearly unanimous 87 percent feel that office workers who have similar jobs to perform and similar equipment to work with, but who produce more, should and must be amply rewarded."



". . . office workers want a reward for increased productivity. Executives don't seem to see their workers as being motivated by such considerations."
—Bell

Harris makes the point that executives opted for a different list of emoluments, thus demonstrating that "they are out of touch with the people for whom they are responsible for on-the-job comfort."

The survey further reveals that 84 percent of executives feel that improved office conditions, such as proper temperatures, good chairs, adequate lighting, and privacy will help increase office workers' productivity. A similar majority of office workers, 80 percent, feel that job performance has been adversely affected by discomforts: temperatures too hot or cold, noise, an uncomfortable chair, lack of space, and no windows. Other concerns were privacy, ability to change furniture as jobs change, and relaxation places.



Commenting on why Steelcase undertook a massive study of this nature, Bell says "We have a responsibility to management and the office workers who live with our products every day to provide them with the kind of environment that will help them get the most out of their work time. In other words, to help them be as productive as they can be. Unfortunately, white collar productivity is getting to be a bit like the weather. Everybody talks about it, but nobody does anything about it. Today, more people work in the office than in blue collar occupations; and so *office* productivity is critical, especially with the office work force increasing 1.5 million annually."

Nevertheless, according to Harris, "the notion of hard work is once again rising in national esteem, which will make this country great again. An even greater jump could be found in the number who thought some of our future salvation now lies in a highly motivated work force."

Most pleased with comfort

Most office workers are relatively pleased with their comfort, the survey revealed. At the top of the list, 66 percent feel that having the right temperature in the office affects comfort a great deal. Yet, only 43 percent are now satisfied with the way temperature is controlled. Harris adds that 62 percent of men are satisfied with their office temperatures, but 53 percent of the women are not, and a higher 55 percent of secretaries are most unhappy about it.

Three in every four office workers, the study shows, are satisfied with the chairs they have, and an even higher nine in 10 feel their chair has been well designed for the job they hold. But there are overtones of discontent about how most employee chairs tend to look alike, says Harris, "They would like their chairs to look more like their bosses chairs." Key features sought in chairs are adjustability for correct seat height, overall comfort, good lower back support, wheels for mobility, and a swivel base. The two indispensable keys, says the survey, are good lower back support and wheels for mobility. The most unfulfilled need in a chair is to have an adjustable back height mechanism.

"For all the satisfaction with their chairs," Harris adds, "56 percent of all office workers say they have backstrains or a tired back."

Still want design involvement

In the study made two years ago, office workers reported that they wanted desperately to have some say in what their work surroundings should be. In the new study, 53 percent feel that improvements in their comfort will enhance their productivity, and 48 percent feel their having such a say should enhance the quality of their work.

Nothing has changed about the desire for workers to participate in such decision-making. A high 91 percent feel that it is important that they have a say in what will add to their comfort. Harris says, "They want an important say on matters of temperature, on having a place to concentrate without distractions, on the amount of space they have to work in, on the selection of the best lighting, and on the desk surfaces and filing equipment they use."

Eight major findings were made by the study, including attitudes on measuring productivity, reactions to office energy conservation efforts by the Carter Administration, and the continued increase in open plan and bullpen type offices.

Free Copy Of Steelcase/Harris Study

Free copies of the Steelcase National Study of Office Environments, No. II, "Comfort and Productivity in the office of the 80s," conducted by Louis Harris & Associates are available to readers. Circle No. 200 on Reader Service Card at back of issue.

DO ARCHITECTS HAVE "HISTORICAL" RIGHT TO PRACTICE INTERIOR DESIGN?

No, says Thomas A. Woodruff, AIA, ASID, in response to a statement by current president of American Institute of Architects rejecting possibility that architects must come under ASID's licensing law, if passed

by **THOMAS A. WOODRUFF,** AIA, ASID, President, Intraspace Designers, Inc., Jacksonville, Fla.

"Architects Must Protect Their Right to Plan Interior Spaces: It is not AIA policy to recognize interior design as a discipline separate from the architectural profession . . . architects [have] a historical right to plan interior spaces and to be fully identified with this endeavor." This statement by Charles E. Schwing, FAIA, current president of The American Institute of Architects, appeared in an AIA newsletter of March 5, 1980.

As an architect practicing interior design, I disagree with the position that architects, merely by virtue of their professional training, have an "historical right" to plan interior space. Having practiced architecture for 20 years and interior design for nine, I *know* that many architects have not the knowledge, the expertise, or the inclination necessary to deal properly with interior space, and I feel that sweeping general statements to the contrary are injurious to both professions.

Architects call without question upon the specialized knowledge of electrical, structural, and mechanical engineers to supplement architectural design; the specific planning of interior space is a fairly new discipline and has no traditional or historical acceptance, but that does *not* lessen the validity of the need for it in order to complete the overall architectural design.

When I entered the interior design business nine years ago, I found my architectural training and experience absolutely invaluable—but *not enough* of itself for the practice of interior design. I had *much* to learn.

"... They have ignored the entire market of interior design for so long ..."

Interior space planning is a specialized facet of the design process which has grown rapidly of late. It is now recognized as a viable, professional discipline worthy of consideration by the consumer as a necessary complement to the architect.

The AIA does not recognize *any* design discipline separate from the architectural profession except those which have organized in their own right and achieved recognition through legal avenues. Engineers of all disciplines, landscape architects, and industrial designers are examples of particular specialties that are recognized by legal bodies and the consuming public as expert professionals having specific knowledge about certain aspects of design. These professionals are accepted as being more knowledgeable and capable in their specialty than an architect. This fact, especially in regard to interior design, is what bothers architects who want to be all things to all potential clients.

Economies of interior planning lures architect

The real situation causing concern among architects and especially the AIA is the economic significance of the burgeoning interior design profession. Architects are waking up to the fact that they have ignored the entire market of interior design for so long that the void is now being filled by interior designers more qualified than they to work with consumers of interior elements.

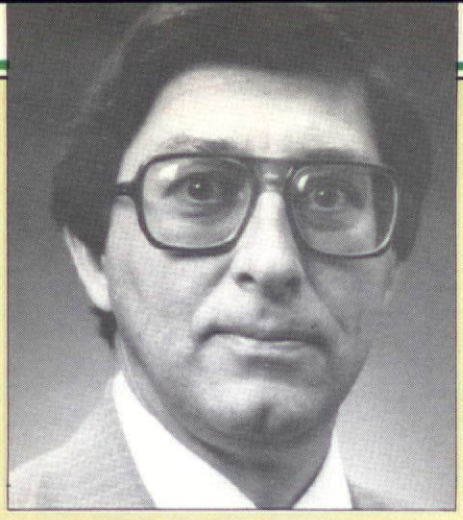
Architects have also looked down on "decorators" and interior designers, using such derogatory references as "inferior desecrators," which has increased the polarization of the two groups. Acknowledging the need for recognition of true professional status, interior design professionals have worked with schools to develop an educational process capable of producing highly skilled, creative, businesslike representatives of the interior design profession. This "new breed" is entirely capable of understanding all architectural and engineering disciplines provided by those professions, and is, increasingly, equally knowledgeable.

Licensing invites furor and government interference

Many architects feel threatened by a proposed title law to license interior designers. The law being proposed would not prevent architects from doing interior design work, but would deny architects the right to be specifically identified by the title "interior designer." Although I am an interior designer myself, I am not altogether certain that this law would be a good thing.

Even more furor would be created between the two professions in trying to determine who is permitted to design what. Additionally, there would inevitably occur a great deal of government interference in the processes of qualifying, examining, policing, and reporting. I believe the consuming public and both professions will be just as well served without more government involvement.

Customers of interior design can choose qualified professionals based on reputation and their own need. Interior designers will just have to continue to work on how their profession is perceived and recognized through constant improvements in education and the quality of services pro-



Woodruff's position will no doubt stir the emotions and intellect of architects and interior designers. CONTRACT invites opinions from readers for use in a future issue.

vided by ethical practitioners, instead of reliance upon licensing to provide an image of competence.

The fact that many architectural and engineering firms are creating interior design groups or subsidiaries is evidence that a market has been recognized which can produce profits. Many architects have had the experience I had of evolving into work with interior elements and are heading up many of the major interior design firms, which speaks well for the scale of ability now having a strong influence on the interior design profession.

The AIA itself has a Committee on Interior Architecture, which demonstrates the high level of concern for what is happening. A prime objective of this AIA committee is to develop information and recommend ways in which architects can enter and compete in the marketplace for interior design. That this committee is two years old and comprised of architects working almost exclusively in interior design indicates two things:

(1) It confirms the recent concern by architects that they have indeed missed the boat; and (2) it says the committee is not likely to be in any hurry to tell other architects how to compete with their own business.

"The best approach is for all disciplines to work toward complete architectural design."

As an architect, a member of AIA, a member of ASID, and involved in providing interior design services only, I have been exposed to the best and the worst of both competing professional groups. I know from experience that the years of practicing architecture have provided me with a wealth of knowledge that allows me to serve clients in a better way than other interior designers.

Function supersedes furniture, finishes, fabrics

It has also been very enlightening to realize that architects are not trained to be interior designers and generally are not interested in the minute detail to which the interior designer must relate. There is a certain amount of technological mystery to what an architect or engineer does, and the client is encouraged to be involved but not to question too much. On the other hand, there is no mystery to "decorating." Any boss's wife or secretary can choose furniture and draperies. This sort of thing is exactly what has turned architects away from interior design. There is so infinitely much more to the planning of interior space than merely wall finishes, furniture, and fabrics! Transforming empty space into a *functioning* resolution of the original design purpose is true architectural fulfillment.

We have all seen good architecture ruined by bad interior decorating. We have seen good interior design save bad architecture. And we have seen a lot of mediocrity on both parts—so much that it has almost become the norm. Clearly, the best approach is for all design disciplines to work together, simultaneously, with the full participation of the client, toward the common goal of *complete* architectural design. This can be achieved by a healthy respect by each discipline for the role and capabilities of the others.

It is also imperative that clients realize the need for a complete design team at the beginning of a project. The client pays an enormous price in time wasted and money spent when he employs various disciplines at different times, inefficiently juxtaposed.

Conventionally, the architect is most likely to be viewed as the team and design leader (the old "master builder" image of centuries past), and this is indeed the best way because the architect *is* the generalist who can orchestrate the various specialties such as structural, electrical, plumbing, mechanical, and environmental engineers along with interior designers, landscape architects, and building contractors. The client will be better served by an approach of unity and commitment to the accomplishment of excellence within his requirements and economic limitations.

Adversary position wrong; co-existence needed

To achieve this ideal, we—architects and interior designers—must *not* continue to feed fires of distrust and dislike. Neither the policies of professional societies nor restrictive codes of ethics should be used as crutches or the means by which markets are kept exclusive.

Let us *stop* calling each other names and citing policy as a reason for this arbitrary adversary position. Let us work instead toward improving our services to our clients. The purchasing public will determine who will provide services it requires and will be able to recognize those of us capable of providing what is needed, without laws or licensing that restrict rather than protect. There are sufficient differences between us as design professionals: peaceful co-existence between architecture and interior design is not only possible, but mandatory. □



Kusch & Co.

REPORT FROM COLOGNE:

MUTED COLORS, GOOD QUALITY, BUT NO NEW TRENDS AT COLOGNE INTERNATIONAL FURNITURE FAIR

by NIELS RISOM

In a world beset by international tension, energy shortages, and political upheaval, it is difficult for furniture manufacturers to enjoy a renaissance of creative design. That was evidenced by furniture displays at what is billed as "the world's largest furniture and furnishings show," the International Cologne Furniture Fair of 1980.

The Fair, international in scope every other year, utilizes 15 permanent exhibition halls in

Niels Risom is an international design consultant specializing in furniture. He lives in France and has offices there and in New York City.



Martinez



Wiener Werkstaetten



Niels Risom

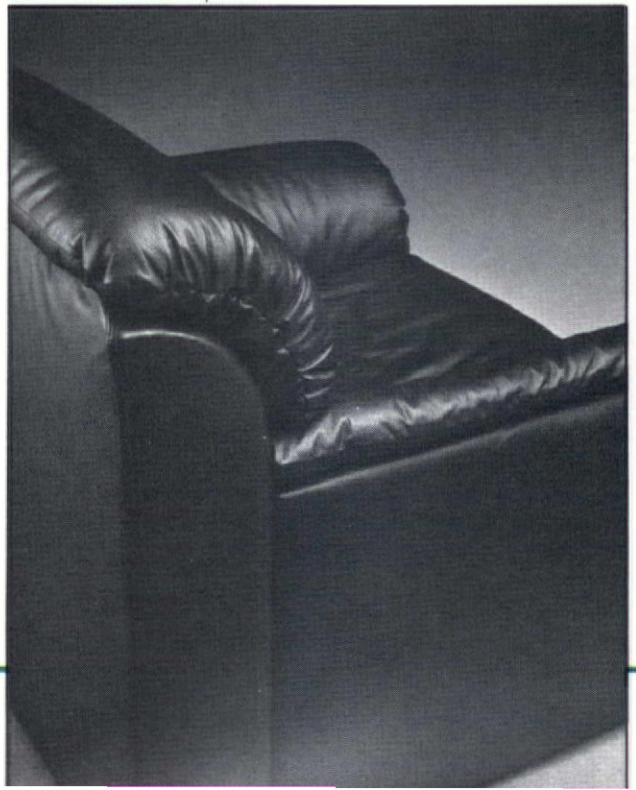
approximately 2.3 million square feet of space for about 1,500 furniture makers from 37 countries. Yet space and unique furniture design were at a distinct premium.

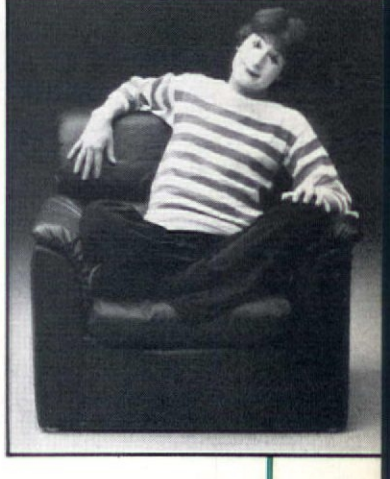
If a furniture look indigenous to another country can be thought of as a trend, at least in Germany for the Fair, Italian overstuffed and Danish wood appearance of very high quality were trends. In the literal sense, no known trend using new materials or configurations were in evidence.

Many German companies showed lines that would be difficult to distinguish from offerings by Italian producers—the second largest group of manufacturers exhibiting at Cologne—because of the furniture's large scale and overstuffed design. A good representation of Far Eastern countries, including Hong Kong, Singapore, Japan, India, Korea, the Philippines, and Taiwan, were heavily represented by reproductions. Those lines proved the often heard plaint of innovative furniture makers that in a

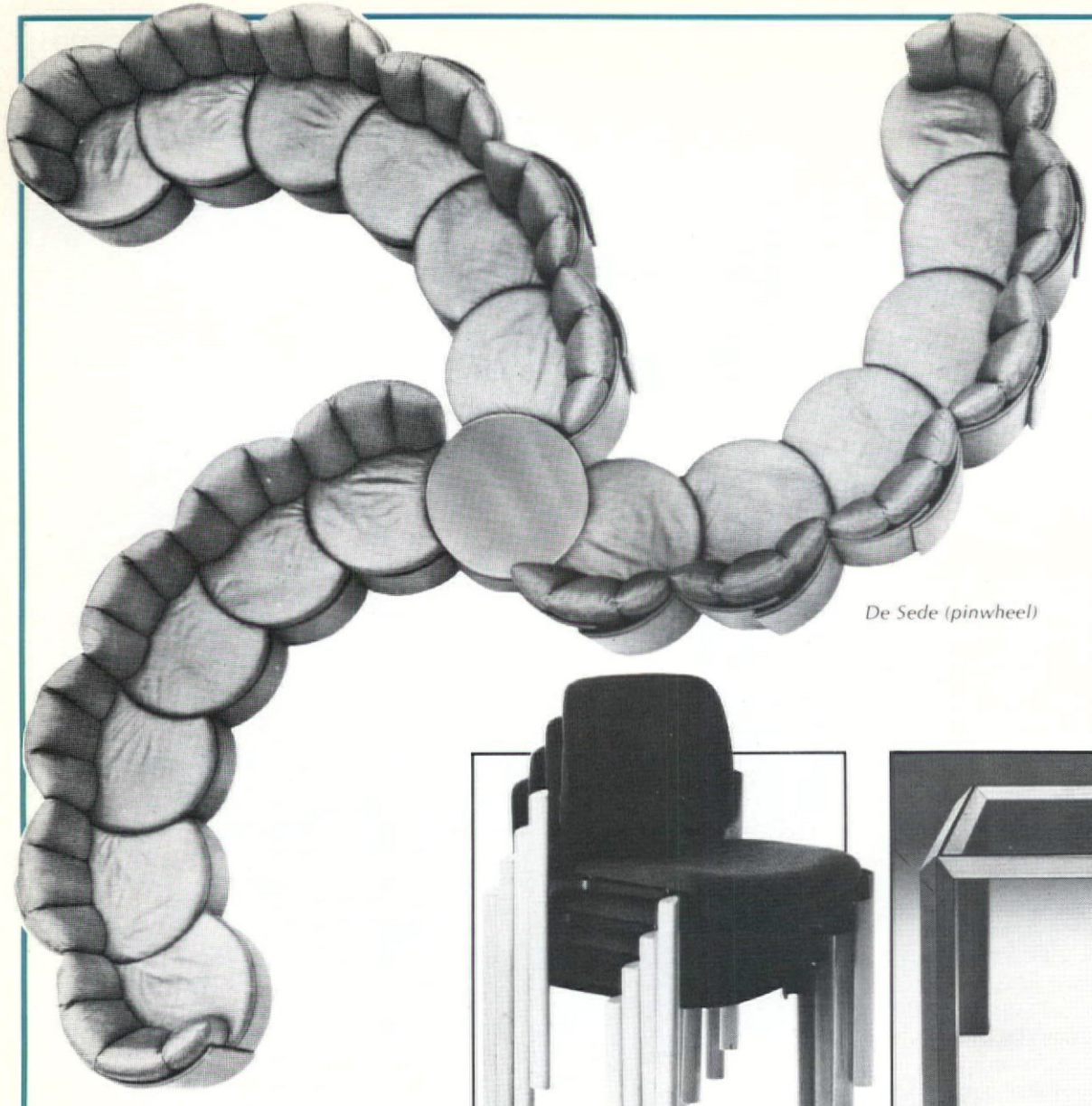


Davis Furniture/Dreipunkt *B&B*



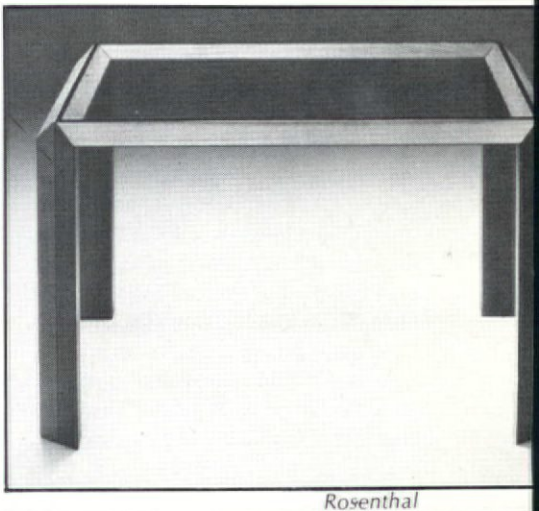


Kusch & Co.'s *highback executive swivel/tilt chair group, designed by Jorgen Kastholm, is part of large desk and table group. Circle No. 243.*
Martinez Medina, *Madrid, introduces this lounge/guest chair. Circle No. 249.*
Wiener Werkstaetten *names this group Soft Soft Soft. Cover easily removes for cleaning. Circle No. 245.*
B&B *of Italy offers this Afra and Tobia Scarpa design sofa, available in variety of shapes. Circle No. 246.*
Davis Furniture Industries *produces Mobby under license from* **Dreipunkt** *of Germany. Functional seating has individual polyester pads wrapped over a urethane core for exceptional comfort. Circle No. 247.*

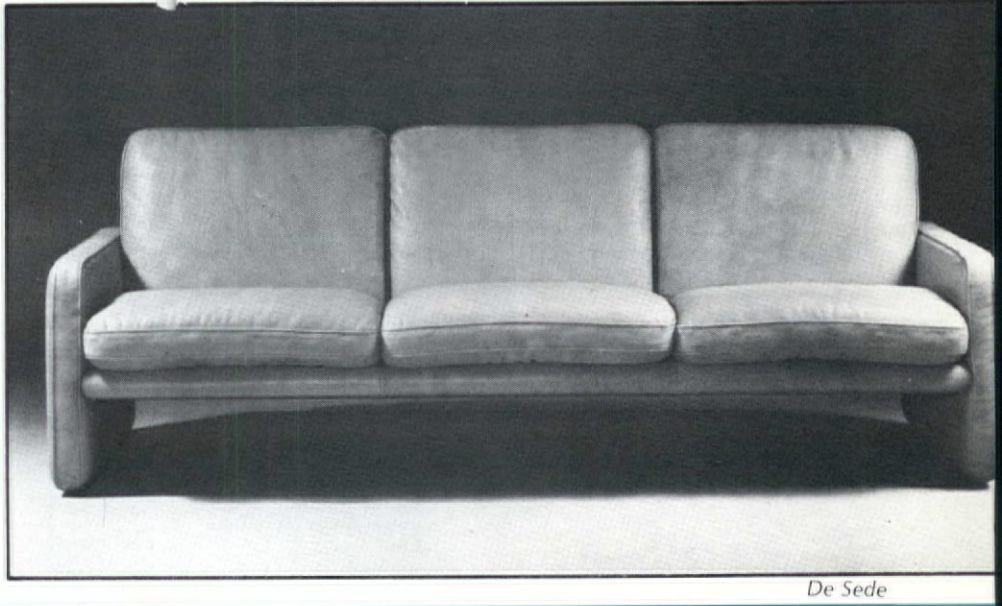


De Sede (pinwheel)

Gebruder Thonet



Rosenthal



De Sede

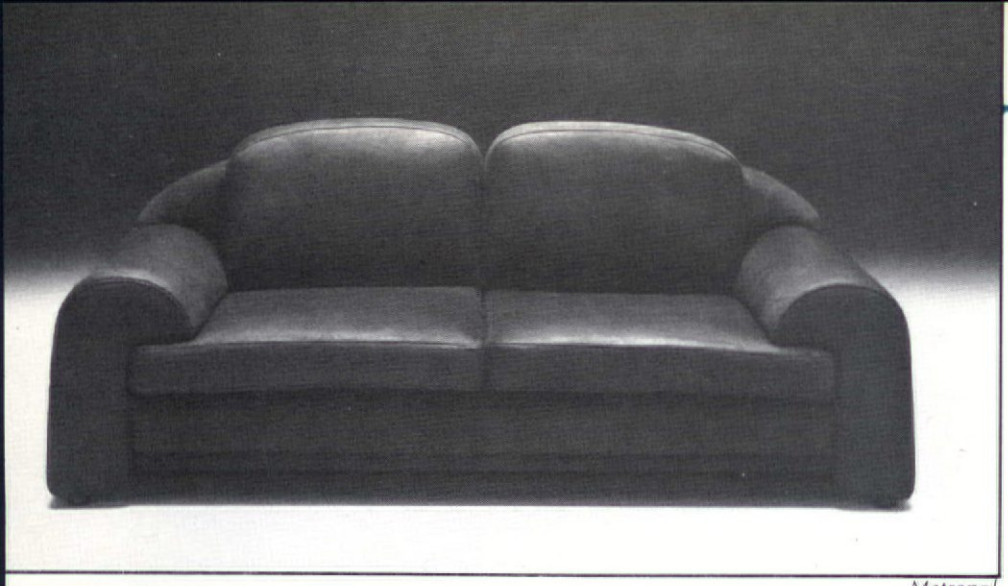
REPORT FROM COLOGNE

Italian influence prevalent

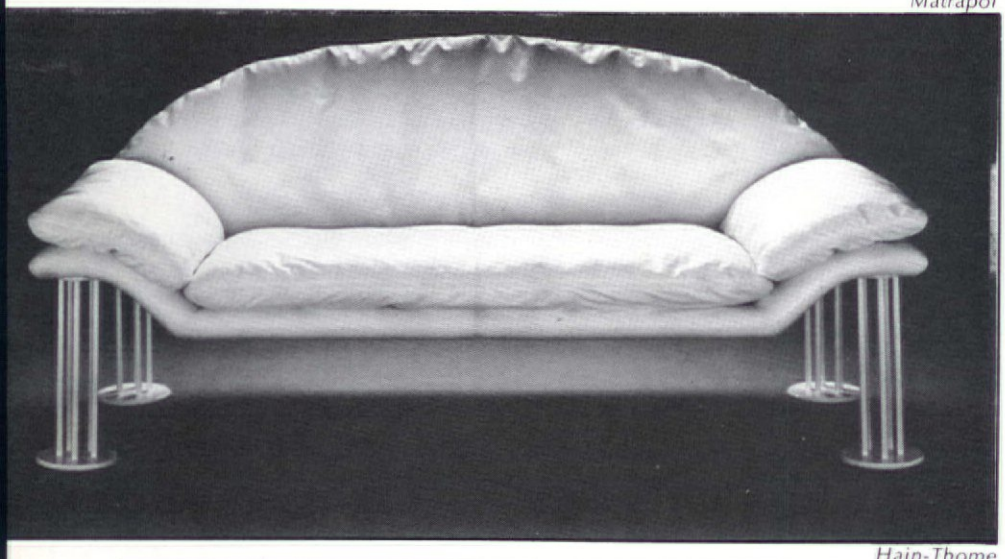
labor-intensive industry, low wages permit a wide lattitude of "knock offs."

"Not new, but good," was the consensus on British, Scandinavian, and other Western countries exhibiting their furniture lines. Colors were generally muted, with a distinct lack of strong color usage. Upholstery tended to the soft, plushy side, much of it with a distinct Art Deco look.

If anything, furniture will tend to develop more simple design—a sparseness that will be both reflective of the "less is more" philosophy and a natural reflection of conditions internationally. □



Matrapol



Hain-Thome

De Sede *introduces this new* **pinwheel** *seating system in which all segments are based on the circle. Each segment can be turned 26 deg. to left or right. Ubald Klug designed the line. Circle No. 248.*

Gebruder Thonet *offers this wooden chair line without arms or stackable—designed by Bohme/Schneider. Circle No. 244.*

Rosenthal *commissioned Italian designer Pierluigi Ghianda to design this three-sided construction table line, with tops in marble, leather, wood, or glass. Circle No. 250.*

De Sede *also presents this slim leather-upholstered sofa. Circle No. 251.*

Form Seventy-Five, *Denmark, showed this detailed writing desk designed by Andreas Hansen and inspired by old American roll top model. Circle No. 252.*

Hille International *of England stresses the ergonomic characteristics of this chair line designed by Fred Scott. Circle No. 253.*

Matrapol *produces this Otto Zapf designed chair as part of its large Moltesta collection. Circle No. 254.*

Hain-Thome's *designer Burkhard Vogtherr designed this extraordinary sofa with a decidedly Art Deco look. Circle No. 255.*



Hille International



Form Seventy-Five

PERFORMANCE STANDARDS, PRODUCT SAFETY PACE BIFMA GROWTH

Member companies account for about 85 percent of $3.2 billion office furniture and furnishings contract market

Product safety and performance standards on more furniture lines have become one of the principal goals of the Business & Institutional Furniture Manufacturer's Association (BIFMA) in its seventh year of existence. Started in 1973 with five furniture producers interested in pooling manufacturing and sales statistics for their own guidance, BIFMA has grown into a 98-member organization accounting for 85 percent of the industry's sales.

A milestone in the Association's development was the acceptance of BIFMA's Lateral File Standard by the American National Standards Institute (ANSI) and the completion of a Vertical File Standard submitted to it in 1979. Currently in progress is the development of safety and performance guidelines for three other product categories: lounge furniture, panels, and desks, as well as BIFMA support of legislation for self-extinguishing cigarettes to cut down on flammability hazards. The latter is the principal cause of furniture fires, according to fire experts.

"The Association's activism on performance and safety issues is our way of assuming a responsibility for those consumers who spend a good part of the working day in environments furnished with products manufactured by our member firms," says Jay Timmons, President of BIFMA and President of Hiebert, Inc., Torrance, Calif.

Compliance is liability defense

Timmons points out that a major Association program, the issuance of voluntary product safety and performance standards, not only benefits the consumer, but also gives manufacturers and the design/specification community a common basis for evaluating products. "Proof of compliance with the standards may also provide a defense in product liability suits for either or both groups," he adds.

Since its founding, BIFMA has issued standards for office chairs, upholstered furniture flammability, and both lateral and vertical files. These are developed through the committee system, which pools product testing knowledge of members and calls in outside consultants when appropriate.

When published, BIFMA's guidelines are sent to both member and nonmember companies manufacturing the product specified. They also are given to AIA, ASID, IBD, and interested government agencies, including the Consumer Product Safety Commission and the General Services and Veterans Administrations. Others who are interested in them can obtain copies at nominal cost from BIFMA.

Seek uniform code interpretations

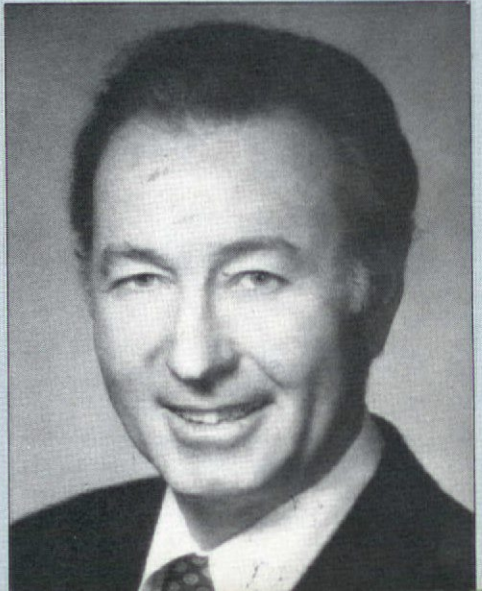
The Association's role as industry spokesman has led to position-taking on other issues, including: building codes, proposed government regulations, and the metric system. For well over one year, the Association has been calling for one unified set of criteria to guide electrical inspectors in municipalities throughout the U.S. That action would replace the current system of allowing different municipalities to interpret codes differently.

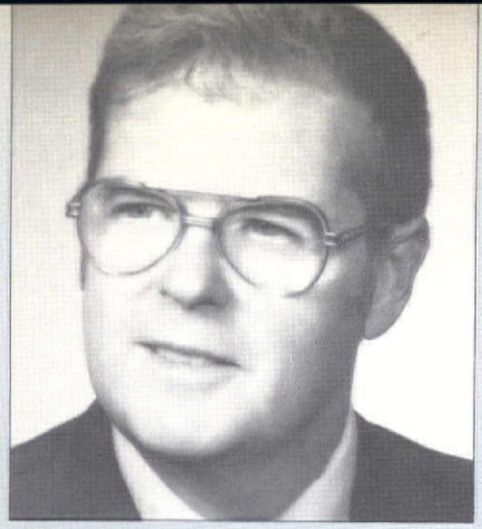
Under Chairman Sherman Robbins of Herman Miller, the Building Code Standards Subcommittee also has actively recommended revisions of the National Electric Code, calling for permitting systems furniture to include Underwriters Laboratory-listed wiring systems using flexible cords or cable within the furnishings and for connections to outlets approved for that purpose.

An Information Systems Committee under Bernard S. Currie of Knoll International, keeps members up-to-date with industry statistics through reports on orders, shipments, backlogs, and inventories. That committee also has worked closely with the Department of Commerce on refining the industry's Current Industrial Report (CIR) published for BIFMA by that agency. BIFMA recently composed a simpler format for the 1981 CIR which it believes will result in greater industry participation.

Following is a rundown on BIFMA's industry product standards developments:

"Proof of compliance with the standards may also provide a defense in product liability suits for either or both groups."
—Timmons





"The growth of our industry emphasizes the importance of enhancing the safety, performance, and durability of our members' products. We expect to continue protecting 'captive consumers' who have little chance to influence the selection of furnishings used in their working environments . . ."
—Channer

LATERAL FILE STANDARD

The Lateral File Standard recently became the second set of product safety and performance guidelines to be approved by ANSI; the Office Seating Standard approved in 1977 is the first.

Chaired by James R. Allen of Haskell of Pittsburgh, the File Standards Subcommittee showed consensus by organizations and others concerned with specifying qualities for lateral files. Having done this, BIFMA sought and is getting ANSI to reprint the standard, which then will be available for purchase from both organizations.

VERTICAL FILE STANDARD

The most recent standard to come out of Allen's subcommittee covers vertical files. Like its predecessor, the new set of requirements was submitted to ANSI after being approved by BIFMA members.

The Vertical File Standard provides a common basis for evaluating the safety, durability, and structural adequacy of freestanding vertical files, which are two- to five-drawers high and of letter or legal width. It also defines specific tests, laboratory equipment, conditions of tests, and recommended acceptance levels. These can be applied in the evaluation process regardless of construction materials, manufacturing methods, or mechanical and esthetic designs.

Concentration is on tests to identify conditions that result in injury. These fall into two categories: static load and dynamic load applications. A third general category is "Endurance of Life Cycle Testing." There are 10 tests altogether.

DESK STANDARD

For upwards of one year, a subcommittee chaired by Philip Williams of GF Business Equipment Inc. has been working on a standard for desks—both wood and metal. It will also include guidelines for credenzas and tables and will be completed during 1980.

CHAIR STANDARD

The subcommittee which produced BIFMA's first standard for office seating has nearly finished its guidelines for lounge furniture at the time of this writing. The group is chaired by Bruce Buhrmaster of All-Steel.

FLAMMABILITY STANDARD

More than 300 different regulations for flammability control have been in use by different government agencies, states, and municipalities in the U.S. at one time. Since BIFMA became involved with the upholstered furniture flammability issue more than four years ago, it has favored one national, pre-emptive flammability standard—one of the reasons for its introduction of a voluntary standard for upholstered furniture in 1978. Based on a "Fact-Finding Report" by Underwriters Laboratories, an independent testing firm, the standard is now used generally by the contract furniture industry.

"Despite the considerable time and money BIFMA expended on developing its guideline," says Steve Channer, BIFMA Executive Director, "the Association has expressed its willingness to reconsider the need for its standard if appropriate legislation for self-extinguishing cigarettes is enacted. The cigarette has been clearly identified as the cause of a great percentage of fire-related injuries and deaths in this country."

A decision of the CPSC to defer for one year its proposal for a mandatory flammability standard resulted in BIFMA's Flammability Standards Subcommittee Chairman Stephen B. Kolk of Steelcase to point out that a unanimous decision has been made by BIFMA members to stick to their own standard, as an act of responsibility.

PANEL STANDARD

Now in its third year, a subcommittee under Chairman R. Jack Munsey, of Westinghouse Electric Corp.—ASD, has been working on a structural standard for panels. Its work has included testing and rating the acoustic and structural characteristics of space dividing panels and screens.

Efforts of the Committee have included several white papers and considerable testing by members. The Subcommittee was responsible for encouraging the formation of a separate group to develop guidelines for the structural loading characteristics of the components that are hung on panels and space dividers. Chairman Ed Dobrenski of Haworth and members of his Hang-on Components Subcommittee are nearing completion of their work, which will be incorporated into the final version of the Panel Standard.

METRIC CONVERSION

The Metric Conversion Subcommittee works with issues related to the industry's expected conversion to the metric system. BIFMA recently joined the American National Metric Council, a private, non-profit organization with 2,000 independent members working toward voluntary metrication.

"The growth of our industry," concludes Channer, "emphasizes the importance of enhancing the safety, performance, and durability of our members' products. We expect to continue protecting 'captive consumers' who have little chance to influence the selection of furnishings used in their working environments, and in that way live up to our association's logo, 'Dedicated to Good Safety and Performance Practices and Valid Industry Information.' " □

NEOCON 12 UPDATE: SOCIAL EVENTS, NEW PRODUCTS ADD PLUS TO PLANS

Merchandise Mart offers free breakfast every day of show between 7:30 and 8:15 A.M., just prior to first scheduled seminars

A series of free luncheons, cocktail parties, and industry receptions are scheduled for NEOCON 12. Included will be a cocktail party at NEOCON International, directly across the street from the Merchandise Mart in the Expo Center on Thursday, June 12, 1980. Also being offered to all NEOCON registrants are free breakfasts at the M&M Club of the Merchandise Mart's second floor, daily from 7:30 to 8:15 A.M., immediately preceding the first seminars of each day.

The NEOCON International event is free, as are tickets to the Merchandise Mart cocktail party and floorshow on Wednesday night, June 11. They are being made available by Mart exhibitors to those visiting their showrooms. Without such tickets, a $5.00 entrance fee will be charged at the door, entitling participants to two drinks and the floor show.

A large number of other parties and luncheons are announced in registration packets available in the lobby of the Merchandise Mart or publicized in handout announcements being distributed on various floors.

Because the new seminar format limits seminars to two presentations maximum in the same time frame participants will have a better opportunity to focus on sessions of their choice, without the conflict of selecting from five seminars running at the same time, as was typical of previous NEOCON seminar programs. All seminar sessions are scheduled during regular show hours and are planned with a minimum of conflict. Seating capacity, however, is limited and choices should be made as soon as possible either prior to or during registration.

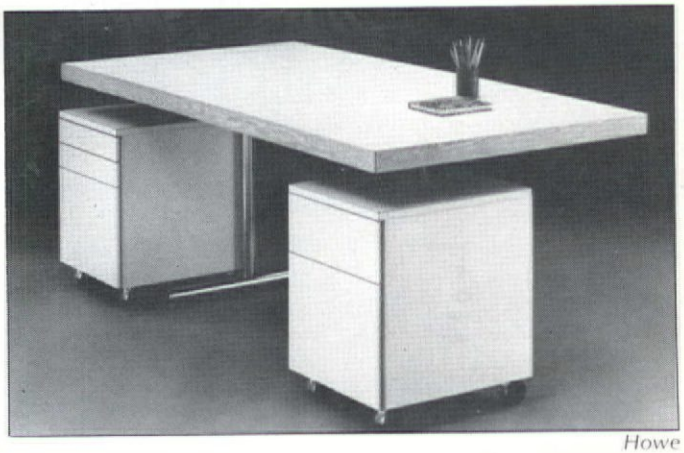
Upwards of 30,000 people, including 1,000 visitors and exhibitors from foreign countries, are expected at what is now termed "the single biggest contract show in the world." In addition to registrants from 50 states and Canada, representation of countries such as Japan, Saudi Arabia, and countries in Western Europe will be heavy, according to Mart management. □



Brueton



KCR



Howe

Brueton, Space 946. Profile swivel-tilt chair has solid stainless steel bar stock with arm pads. Seat height is adjustable. *Circle No. 213.*

KCR Fabrics, Space 960. Larry Kucharik, Alice Conner, and Christopher Raphael have purchased entire product line previously known as Raphael Fabrics and will market it nationally as Raphael Collection within KCR Fabrics. Custom silkscreen printing on drapery, panel, and tapestry fabrics, as well as wallcovering/upholstery fabrics, will be exhibited. *Circle No. 214.*

Howe, Space 1158. Mobile Pedestal Group consists of three models: one box drawer over one file drawer, two personal drawers over one file drawer, and three box drawer model.



Cramer

Construction is of ¾-inch thick medium density particleboard surfaced on all sides and edges with wood veneers or plastic laminate. *Circle No. 215.*

Cramer, Space 984. New 9500 Series consists of seven chairs including executive swivel-tilt chairs, guest and conference chairs, clerical and supervisory chairs. Chairs have contoured, one-piece molded foam seat/back with internal structural steel frame. *Circle No. 216.*

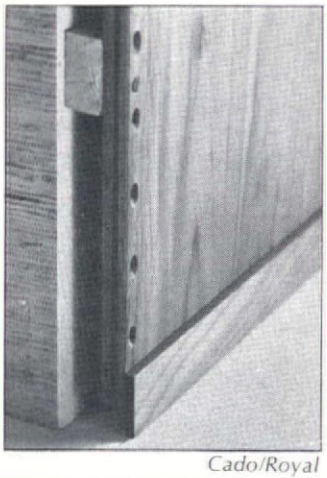
Discovery Concepts, Space 1035. New integrated system of modular office furniture includes interchangeable program of desks, workstations, and wall units. Wall System comes in heights from 30 inches to 19½ inches for floor-to-ceiling installations. Moveable systems accommodate power and telephone cables. *Circle No. 217.*

Cado/Royal, Space 1080. System Cado has wall system panels ⅝" thick which are mounted on furring strips rather than glued directly to wall. Furring strips and insulation are hidden in solid end strip, veneered in same wood as wall panel. Carpeting can be fastened under paneling and floor. *Circle No. 218*

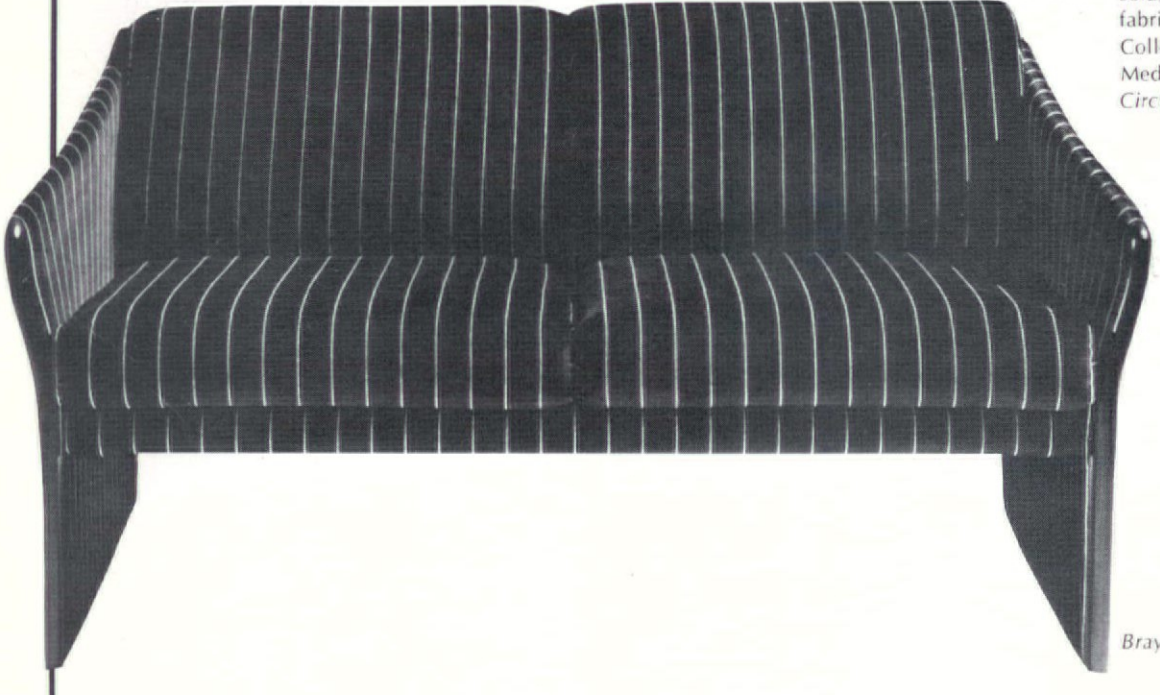
Brayton, Space 939. Viva Collection, designed by Enrico Tonucci, consists of easy chair, sofa, and table. Upholstery is fabric or soft, dyed leather. Collection was IBD Silver Medallion Award Winner. *Circle No. 219.*



Discovery Concepts



Cado/Royal



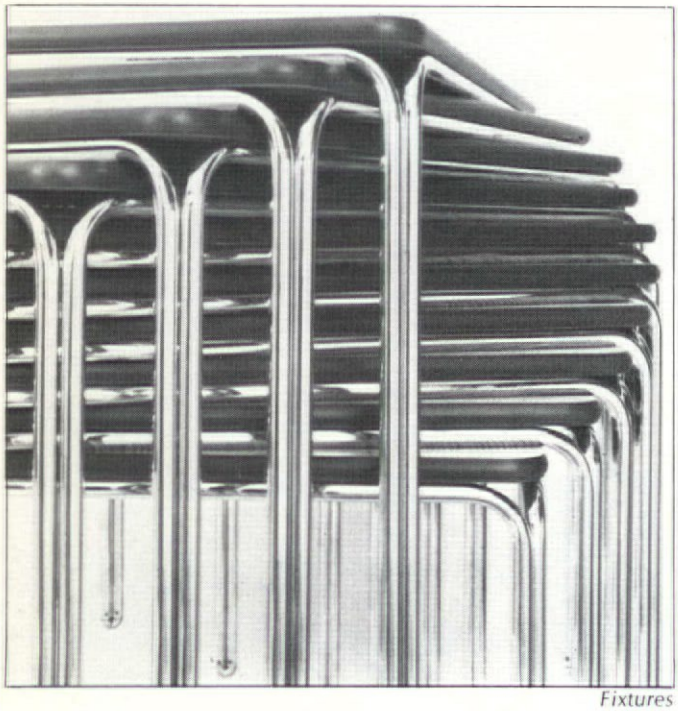
Brayton

NEOCON UPDATE

Soil-resistant carpet fiber



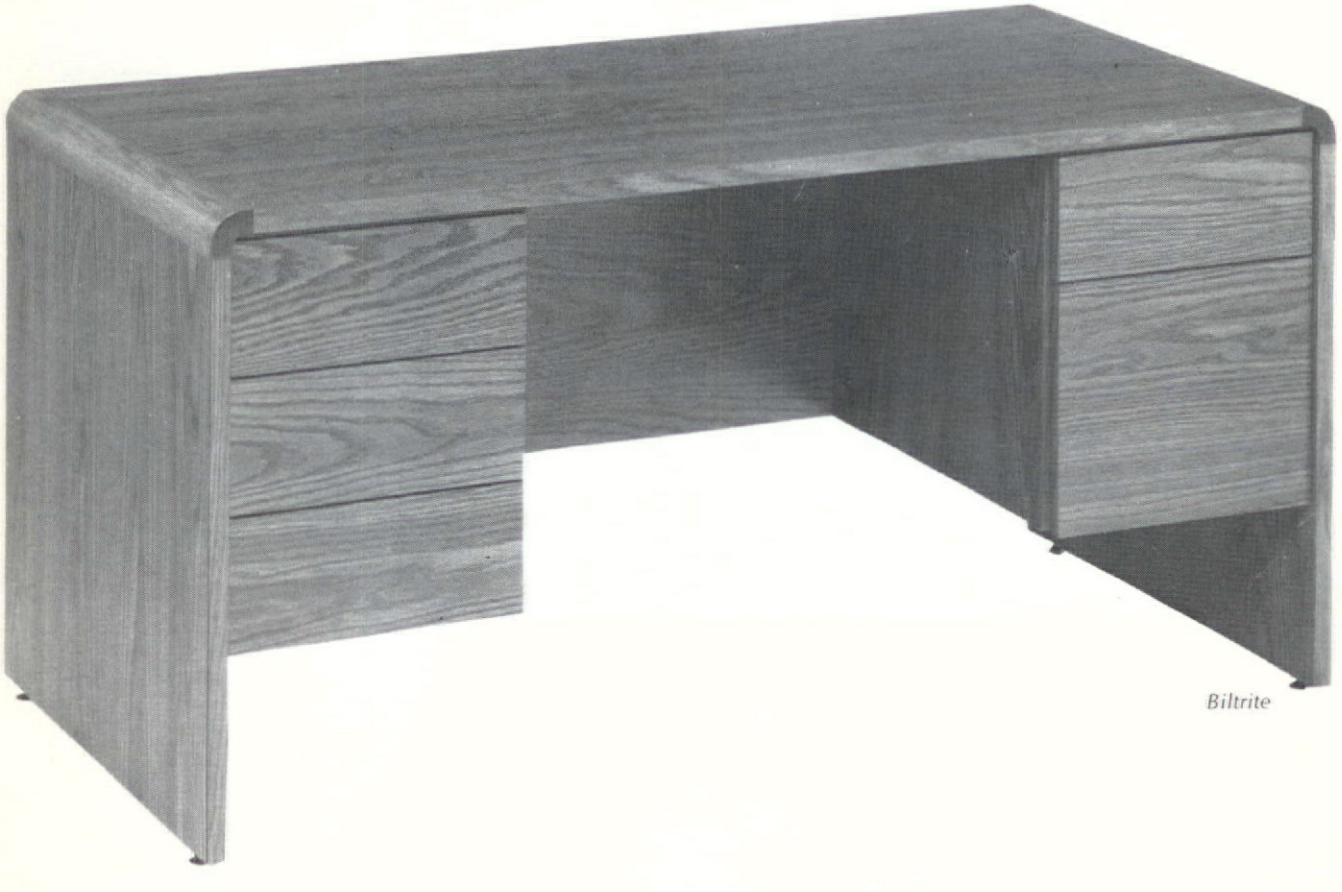
Panel Concepts



Fixtures



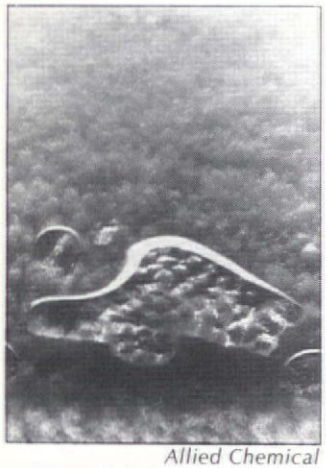
Kinder



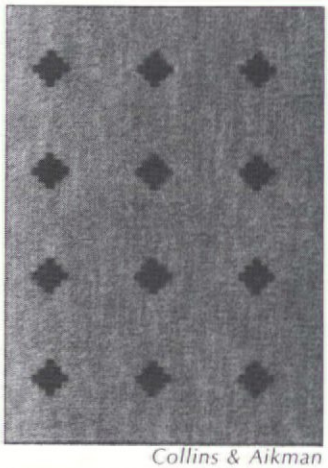
Biltrite



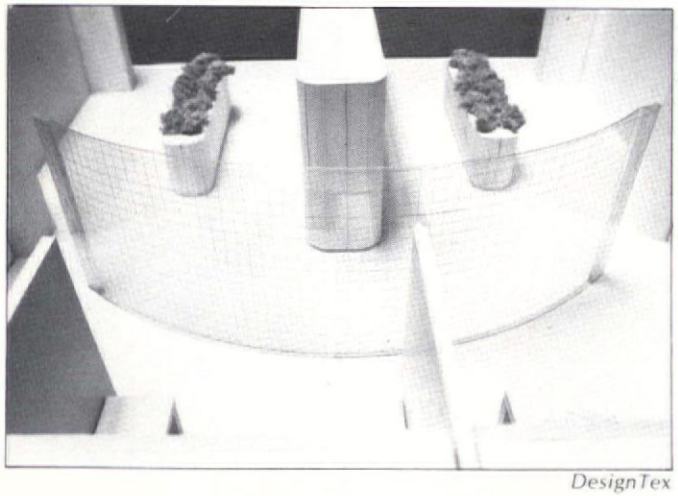
Curtis



Allied Chemical



Collins & Aikman



DesignTex

Fixtures, Space 936. New Venus stack table has apron frame of tubular steel that surrounds top, then sweeps to floor to form double legs. Table stacks ten high in 36'' square or 45-inch round models. Top is natural oak with bumper-t mold edge. *Circle No. 222.*

Panel Concepts, Space 1046. New product additions and improvements to System Two.O line of hang-on furniture components will be introduced. Company's showroom is completely refurbished with new workstation configurations for show. Systems One.5 and Three.O will be on display. *Circle No. 220.*

Kinder, Space 908. Designed for hotel use, 521 Series consists of sofa, loveseat and chair with back cushions, loose seat cushions, and plinth base. Series comes in various color and fabric combinations. *Circle No. 221.*

Biltrite, Expocenter Space 129/229. New Radius Series comes in light or dark oak and walnut. Series consists of double and single pedestal desks, returns, credenzas, file cabinets, and bookcases *Circle No. 223.*

Curtis Products, Space 1067A. High back, tilt and cantilevered guest chairs will be shown first at NEOCON. Chair frames are epoxy or mirror chrome. *Circle No. 224.*

Allied Chemical, Space 10-118. Recently developed fourth generation carpet fiber, Anso IV nylon, offers long-term soil- and stain-repellency as integral characteristic. Product of ten years of research, Anso IV is patented fiber in which nylon is chemically altered, lowering surface energy. As a result, it is highly resistant to wetting and therefore to soiling and staining. *Circle No. 225.*

Collins & Aikman, Commercial Floor Systems Div., Space 10-151. Broad selection of printed carpet tiles will be introduced as addition to Tex-Tiles product line. Tiles in both cut and loop pile constructions come in variety of colors and patterns. Modular tile program coordinates in color with Powerbond six foot roll goods. *Circle No. 226.*

DesignTex, Space 1174. A new and larger showroom has been redesigned by Jeanne Hartnett & Associates. Center of attention is 17-ft. color quilt designed with 1,344 DesignTex fabric 6-inch squares wrapped around center core storage unit. Seven doors on each side open to exhibit complete swatch collection. One side displays bright colors; the other side shows neutral, earthy natural tones. *Circle No. 227.*

Milliken, Space 1825. Not illustrated: Krypton and Argon lasers create light show designed to complement color and patterns of new product introductions. Among products is high/low loop pattern carpet, of Anso Nylon constructed for heavy hospitality traffic. Third annual Milliken Interior Furnishings Design Competition is open to young designers, and awards will be presented in showroom, evening of June 10. *Circle No. 228.*

Monarch, Space 1120. Not illustrated: Roster of NEOCON introductions includes Trio executive chair which adjusts to workstation, conference and lounge positions. Additions to Circa 90 Executive Series are stacking chair, two variations on foyer reception table with stow-away bench, side chair, cocktail, corner, and lamp tables. New fabrics in Maharam/Monarch program are coordinating nylons in solids and patterns with lambswool in 350 colors. *Circle No. 229.*

Peter Pepper, Lobby. Not illustrated: original color photography by William Plante will be displayed in lobby of Merchandise Mart. Peter and Sigi Pepper, as well as William Plante, will be in attendance. *Circle No. 230.*

Hardwood Visuals, Space 1067. Not illustrated: Visual communication boards will be shown in Hardwood Visual Communications Center. *Circle No. 239.*

NEOCON UPDATE

Chair part molds handcarved in wood

V'Soske, Space 6-127. Ghent Ombre 100% wool carpet has linear tufting. Minimalism poster displaying wide range of carpet colors will be explained by Clinton Ledford, President. *Circle No. 232.*

Wool Bureau, Space 1088. Bridgewater, Woodstock, and Primitive will be introduced for New England Carpet and Arthur Nestler Carpet Co's. Bridgewater, a tufted pile, and Woodstock, a deeper tufted pile come in range of 10 colorways and in 12-ft. widths. *Circle No. 233.*

Alex Stuart, Space 1246. Campaign collection desk and credenza will be introduced. Desk has hand-tooled gold embossed leather top and solid brass fittings. Pieces are handcrafted with combination of mahoganies from Honduras, Africa, and the Philippines and includes inlaid trim of birch. *Circle No. 234.*

Vecta, Space 1168. Miko, new modular seating system, consists of six units, each complete with integral black ABS plastic base. Components include 24-in. wide seat, 22½-degree inside and outside wedge seats, 30-degree inside and outside wedge seat, and 24-inch wide table. *Circle No. 235.*

Loewenstein, Space 621. Tedesco side chair has molded natural beech wood frame and upholstered seat with finger joinery and cane insets. Other introductions are Bargello executive chair, Gradisca armchair, and Jared lounge chair. *Circle No. 236.*

Armstrong, Space 1135. Traditional guest room suite, economy Clermont suite and other hotel/motel furniture will be on exhibit. Essence, shown offers high fidelity reproduction of fine veneers, costly woods and wood carving. *Circle No. 237.*

Atelier International, Space 9-100. Showroom will be transformed into an espresso cafe for NEOCON as a means of displaying cafe and restaurant Leonardo chairs and Loggia tables. Leonardo Collection of contract chairs, high stools, and office seating is AI's first major introduction of the 1980s. Need for upholstery on cushiony seat and back parts is eliminated through prototypical molding process of black urethane foam. Chair part molds were handcarved in wood by Paul Tuttle, American sculptor/designer. Each contoured seat and back part comes out of mold with tough, textured outer skin and soft, pliable core. *Circle No. 238.*

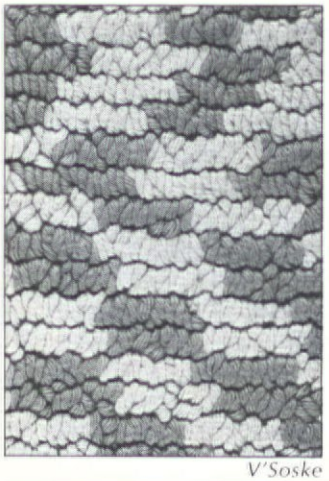
Formica, Space 11-111. Not illustrated: Barbara Ross, member of Design Advisory Board, will explore new uses of Formica laminates in space and furniture design at Shelby Williams' showroom between hours of 11-12:00 and 2:00-3:00, June 11 and 12. *Circle No. 231.*

Collins & Aikman, Space 10-151. Not illustrated: selection of special wallcoverings, especially suited to the contract market, will be exhibited for first time during NEOCON 12. Wallcoverings, chosen from collections by Imperial, United, and Carefree Wallcoverings, include natural and man-made textiles, vinyl burlaps and weaves, as well as coordinated fabrics in wide range of color, style, and compositions. *Circle No. 240.*

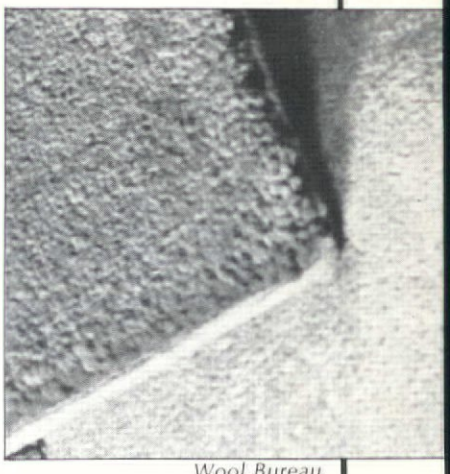
Madison Space 1166. Not illustrated: New chair scheduled for unveiling at NEOCON is result of 25 years of research and development. New line takes into account all factors isolated by the company's research. *Circle No. 241.*

Gayeski, Space 1000. Not illustrated: Diama 5-ft. diameter table desk will be exhibited in showroom of Ernst Associates. *Circle No. 242.*

Patterson-Piazza, Space 622. Not illustrated: Marble designs in reflective colors are introduced in collection of coated wallpapers. Three designs are on heavy paper stock with lacquered waterproof finish. *Circle No. 256.*



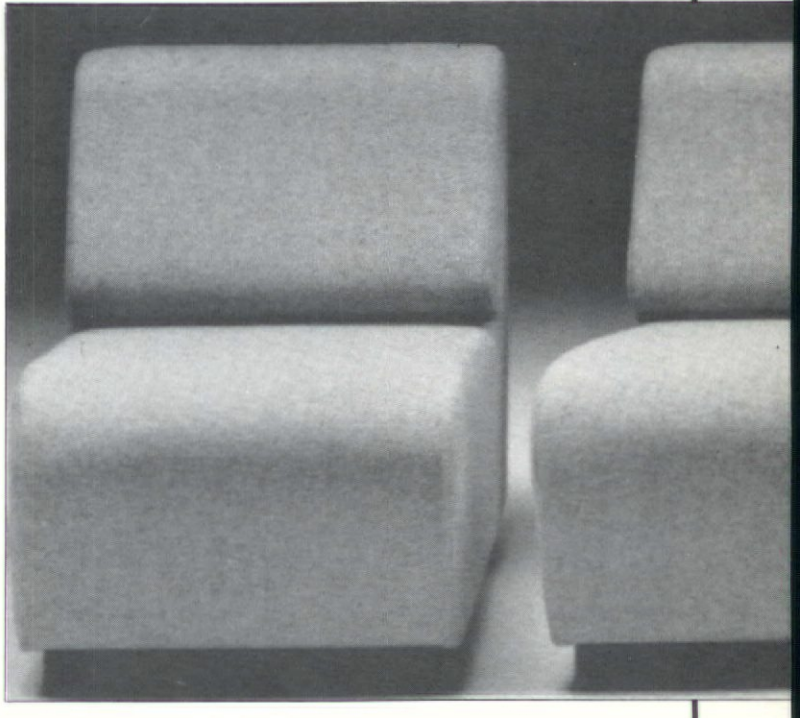
V'Soske



Wool Bureau



Alex Stuart





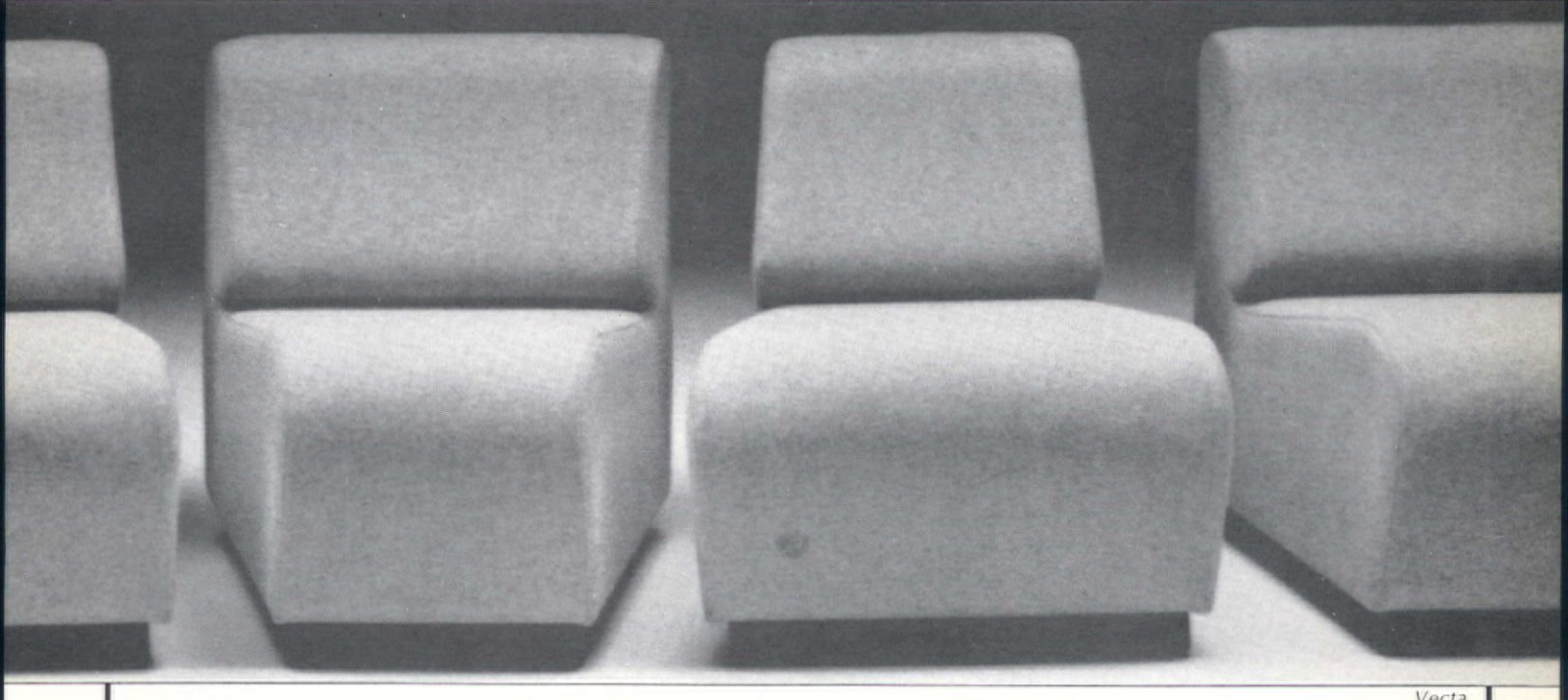
Atelier International



Loewenstein



Armstrong

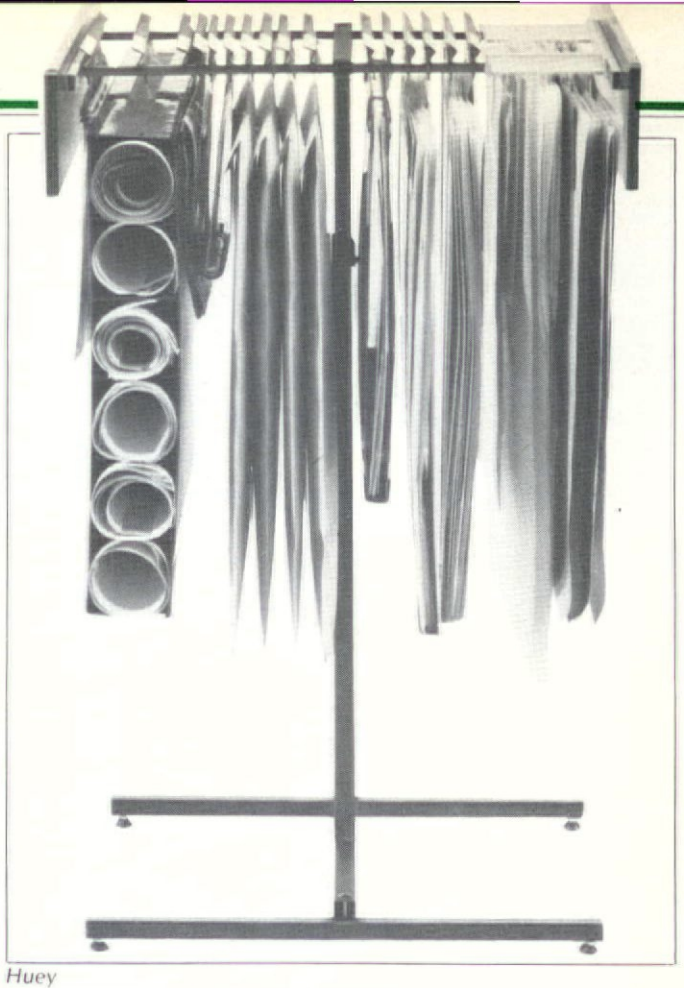


Vecta

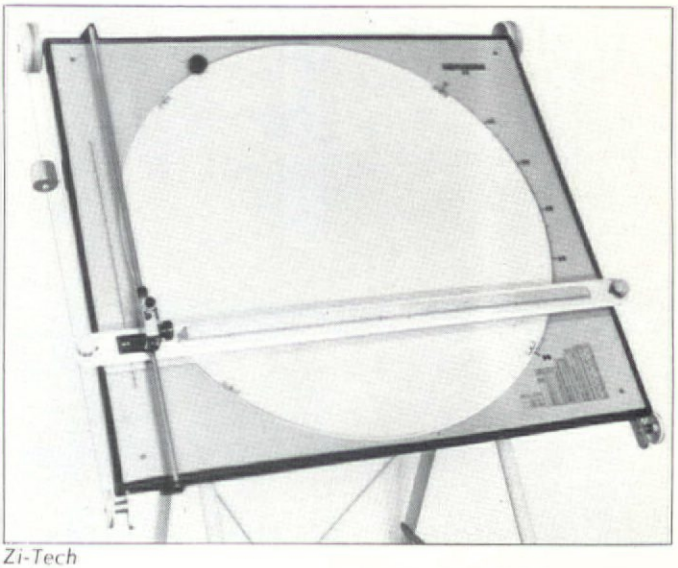
EASY UP, DOWN POWER ASSISTS SPEED DRAFTING

Flexibility, filing capabilities, and rotatable surfaces characterize new drafting equipment introductions. Systems range from automatic, geardriven models to a return of interest in the classic, iron-based pedestals of yesterday. Filing systems offer easy retrieval and replacement, hold sheet graphics, drawings, yet require little floor space. Drawing surfaces feature such diverse finishes as plastic laminate, oak, five-ply vinyl, or self-edged laminate tops. System One, a filing system designed to hold all types of sheet graphics and drawings, is from **Huey Co.** Holds large plans, single sheets, yet takes up little floor space. **Circle No. 202.**

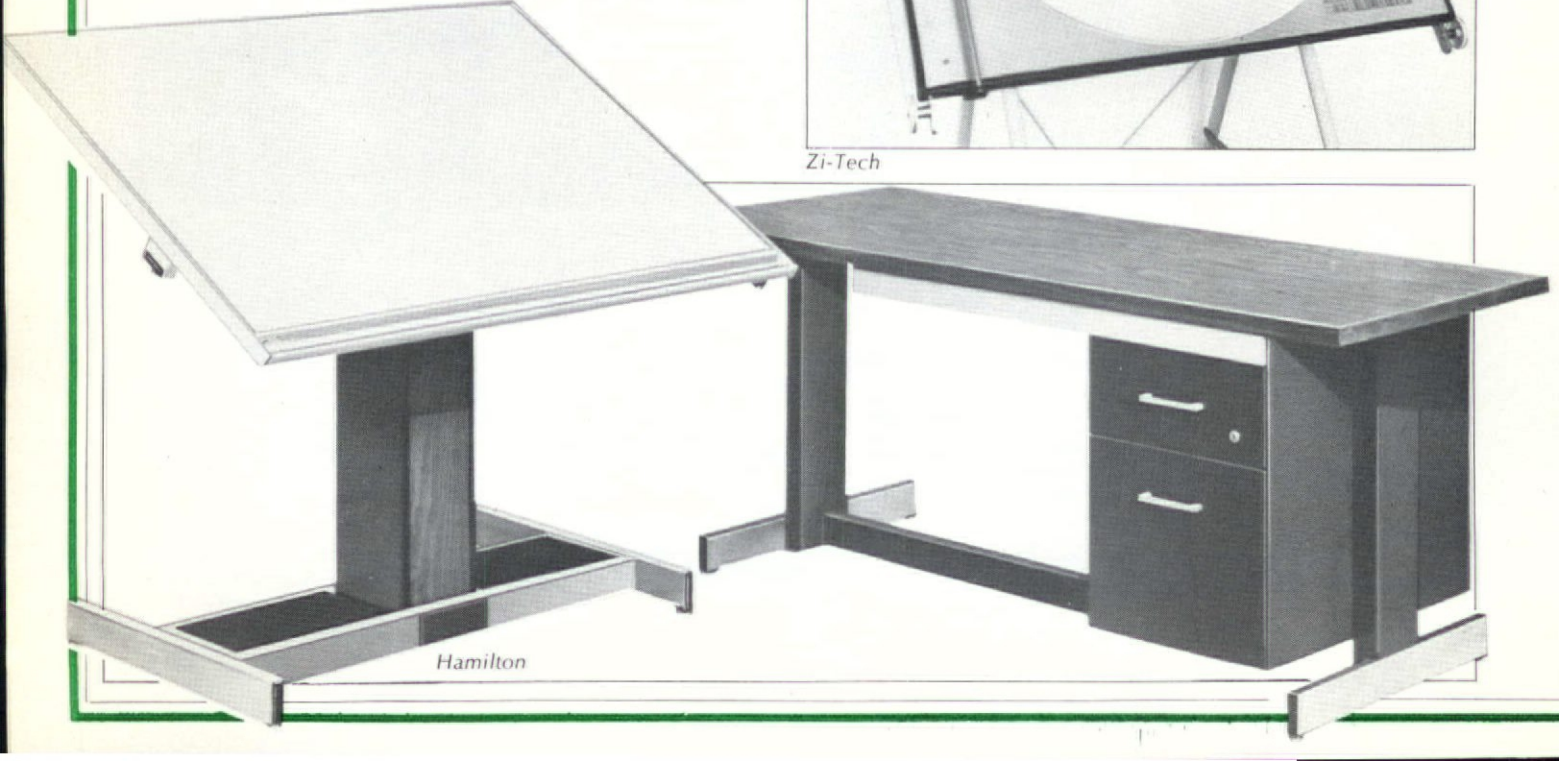
Zi-Tech Division Aikenwood Corp. offers Rotobord, designed to add rotatable drawings capability to any suitable drafting table. **Circle No. 203.** The VR 20 line of drafting furniture from **Hamilton Industries** features flexibility. Modular design allows for variety; in-line configurations save space. Matching reference desk assures organized work area. **Circle No. 204.** Craftlite, from **Alvin & Co.,** is designed for fast, comfortable viewing, stripping, tracing. Features light aperature which directs heat away from working surface, keeps glass cool, evenly illuminated. Entirely portable. **Circle No. 205.**



Huey



Zi-Tech



Hamilton



Engineering Equipment

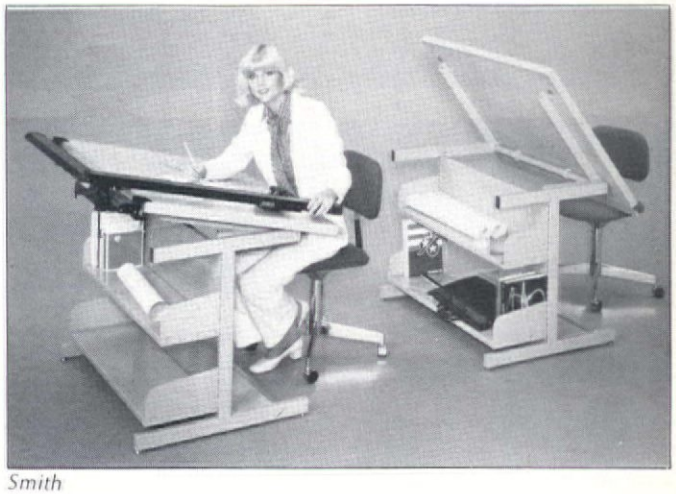


Alvin

Smith System's art/drafting desk features completely adjustable top, fully enclosed torsion lift mechanism. Drawing surface is five ply vinyl in glare free green. Frame accepts optional storage and display shelves.
Circle No. 206.
Durable, three-legged iron stand drawing table is from **Stacor Corp.** Base can be adjusted to any height from 30 in. to 42 in., and drawing board can be set at any angle. Iron base stand offered in three colors; drawing board in oak or plain wood.
Circle No. 207.
HeavywAIT, by **Engineering Equipment,** is the newest addition to the company's line of A.I.T. drafting tables. Made of heavy steel tubing with a wide stance, table maintains stability for large, engineering-sized boards. Plastic laminate finish, full range of adjustments.
Circle No. 208.
Mayline's Futur-Matic drafting table features finger-tip control for automatic tilt angle and top height adjustments. All-gear drive is free of belts, ball-bearing actuator insures long drive mechanism life. Self-edged laminate top, variety of colors.
Circle No. 209.



Mayline



Smith



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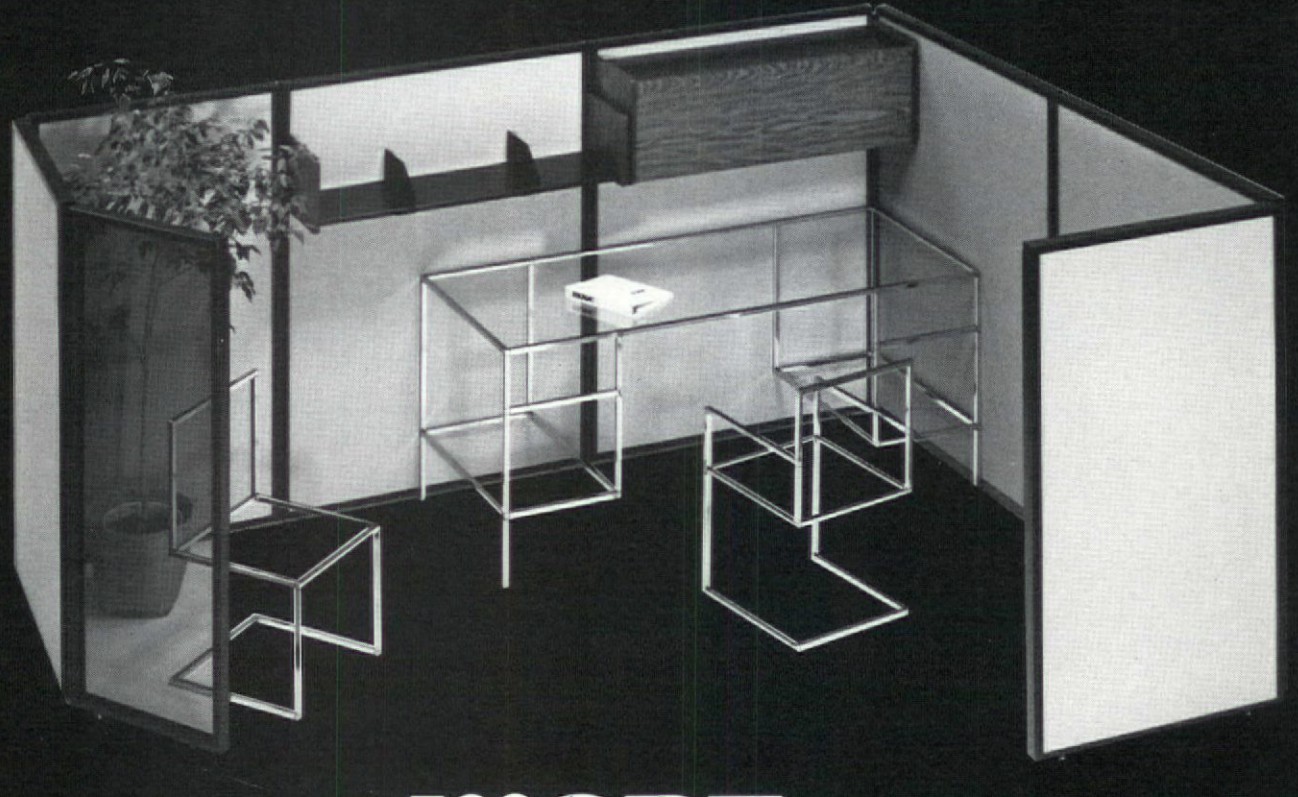
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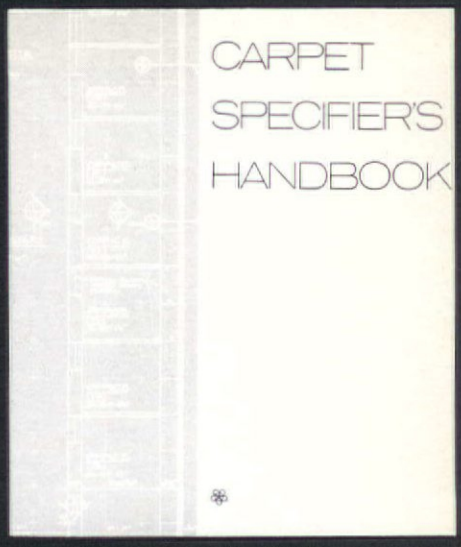
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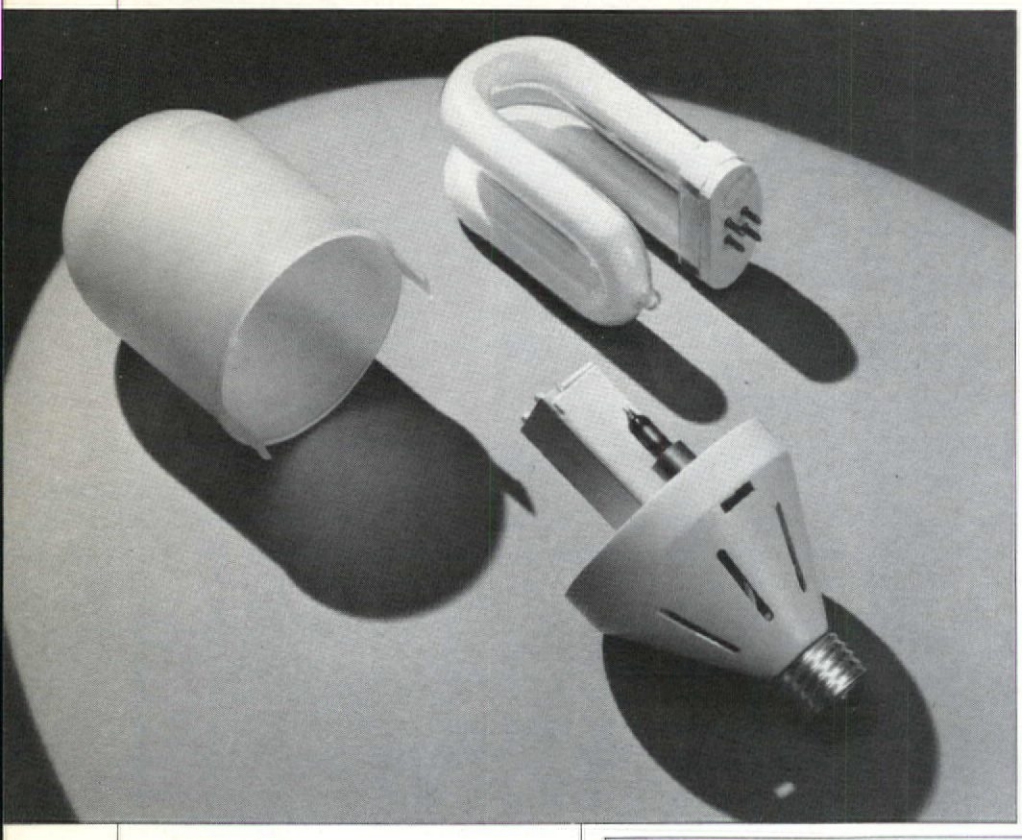
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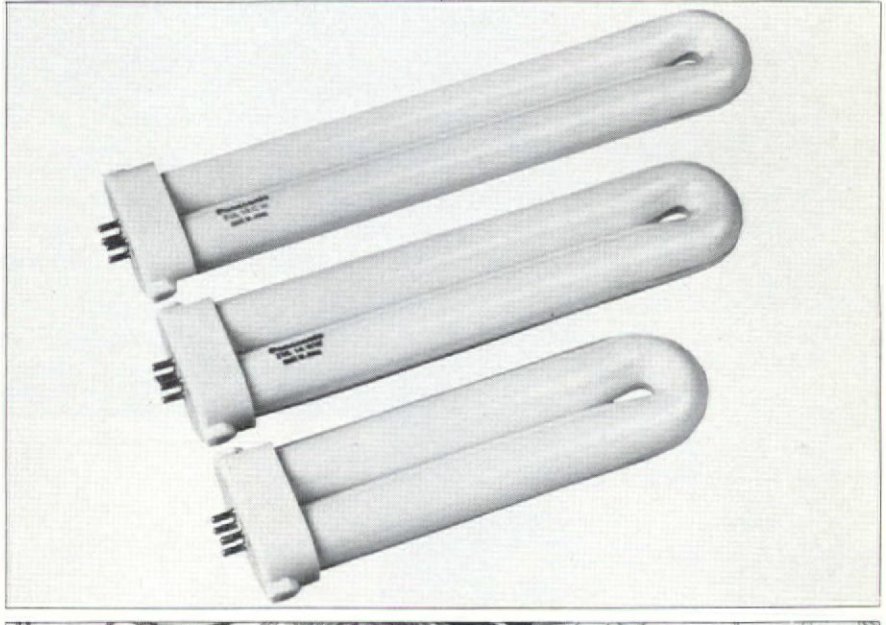


Fluorescent lamp fits incandescent light sockets

Westinghouse's small-scale (left), fluorescent lamp is suited for hotel/motels and institutional buildings as a direct substitute for incandescent bulbs, plugging into standard incandescent sockets. Firm reports over the 7,500-hour rated lifetime of the 27-watt lamp, costs are $24.50 less to operate than a 75-watt incandescent lamp. (Figure is based on average national commercial electricity rate of 6.8 cents per kilowatt hour.) In addition, nine incandescents are eliminated since the fluorescent produces 15 percent more light than a 60-watt bulb; 14 percent less than a 75-watt bulb. Lamp consists of two sections. Base contains ballast; top half holds fluorescent tube. When bulb eventually fails, top half can be replaced.
Circle No. 210.

Design expands use of economic light source

Compact fluorescent lights (right), blend efficiency and economy of fluorescents without the bulk of conventional circular forms. **Panasonic's** lights have the versatility of incandescents in three sizes: 6-, 7.5- and 8.6-in. long; all 1⅝-in. wide. Independent ratings on all models resulted in lifetime ratings of 12,000-14,000 hours for 24-hour burn test; 10,000-11,000 hours for 12-hour burn test. Cool white and warm white colors may be ordered. **Circle No. 212.**



Fluid florals dominate cotton group

Designer Manolo Peralta has plucked fantasy designs from Persia, Japan, and Italy in the Expressions of the World Collection for **David & Dash.** All nine fabrics are 100 percent cotton and treated with Scotchgard Protector. Among new styles (left to right) Monte Carlo; Koto; and Karate.
Circle No. 211.



R-WAY



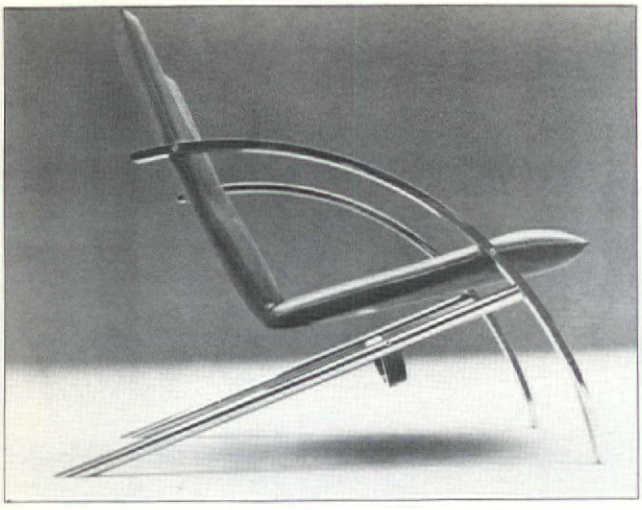


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ROOMY LOUNGE CHAIR STRESSES SCULPTURAL LINES

A low-slung seat suspended between two arcs of chrome steel characterizes the Arco Lounge Chair, winner of the Seating Category for Pacifica Awards at West Week '80. Designed by Paul Tuttle for Atelier International, chair is 26-in. wide; 28-in. high. Slim, padded chair seat of steel reinforced polyurethane complements airy effect of frame. Seat is available in two kinds of leather: Douglas, a matte, natural-grained leather; and Nairobi, a highly textured, dark brown or black leather.

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PATTERNED VINYL SIMULATES BATIK LOOK

Tahoe has the appearance and texture of tie-dyed batik with the durability of expanded vinyl in Naugahyde produced by Uniroyal. Pattern is an addition to a group of Naugahydes that duplicate the look of satin damasks, Haitian cottons, and cotton chintz, and other textiles. Suggested for use in public spaces such as hotel/motels, fabric comes in several colorways, including teal, forest green, and rust.

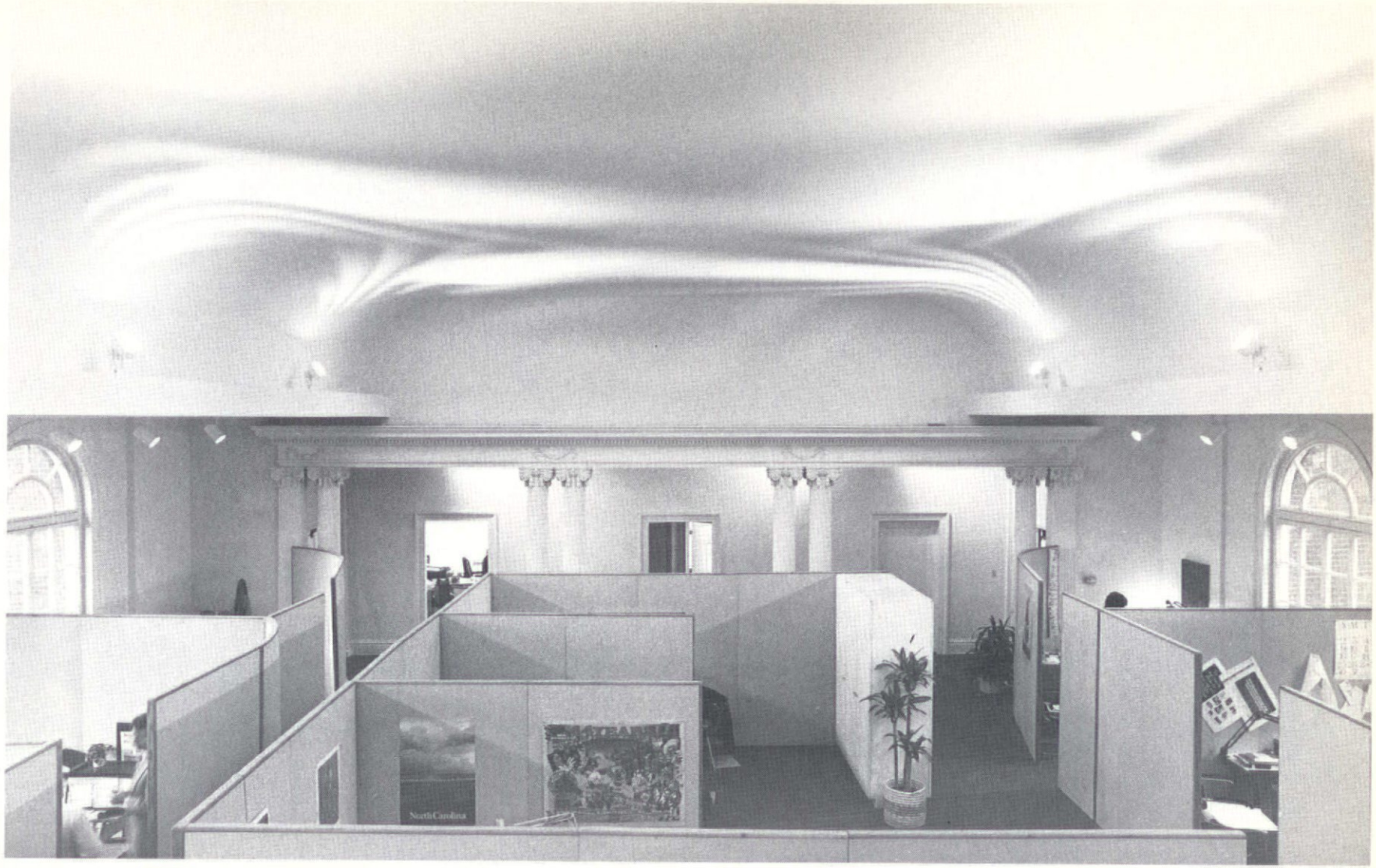
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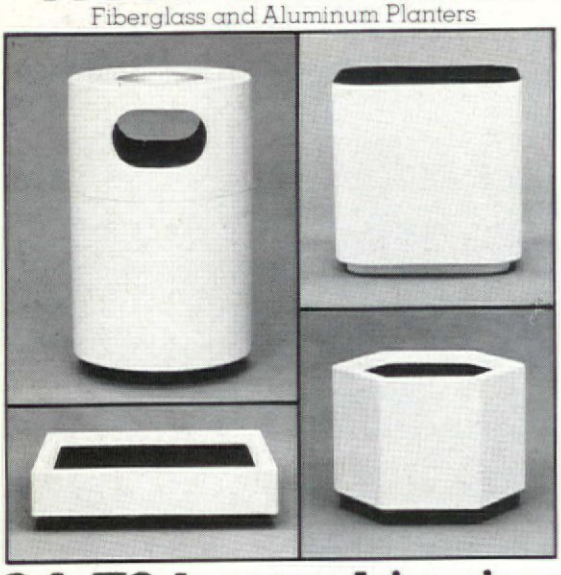
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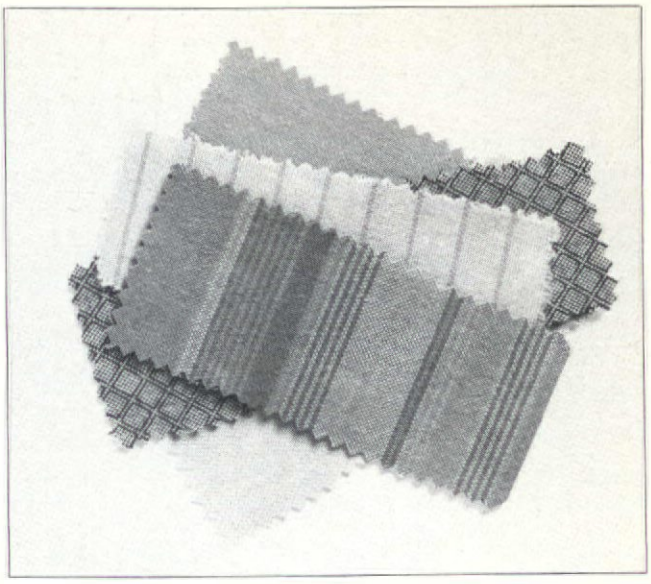
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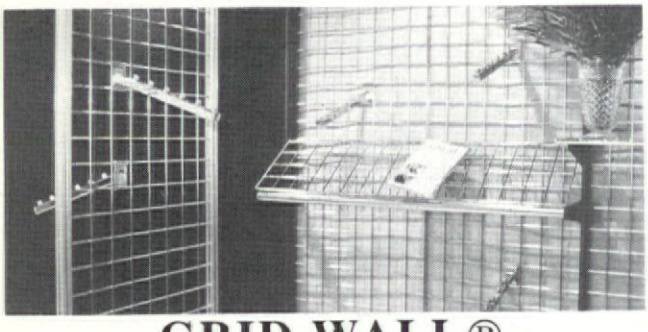
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Horizon, Robert Sinclair's new Systems collection for 1980, will be introduced at Neocon's Expo Center, Space 500. Contract fabric is woven of Antron and nylon, resulting in a canvaslike texture. Horizon, available in thirteen colorways, is designed for upholstery and wallcovering, from Sinclair Wallcovering & Fabric.

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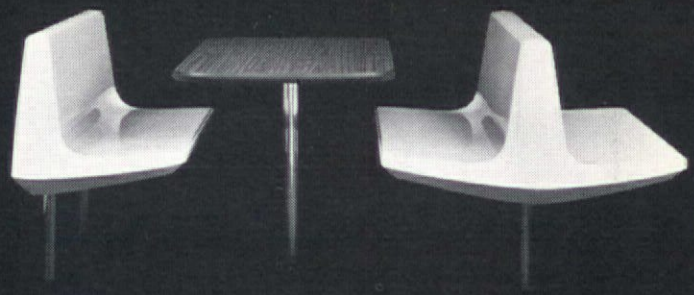


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MODULAR SEATING TABLES SETTEES PLANTERS STACKING CHAIRS BOOTH SYSTEMS









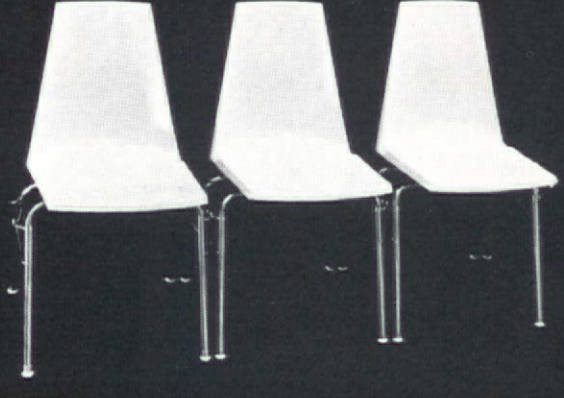
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FINGER JOINTS GIVE DELICATE, CARVED LOOK

Scandinavian architect Jorgen Gammalgaard chose solid ash for frame and multi-layered laminated ash for top of writing table. Light, hand-carved appearance of table and companion chair, from Dux Interiors, is achieved with finger joints.

Circle 260 on reader service card

dynamic dimensions

decorative ceiling systems



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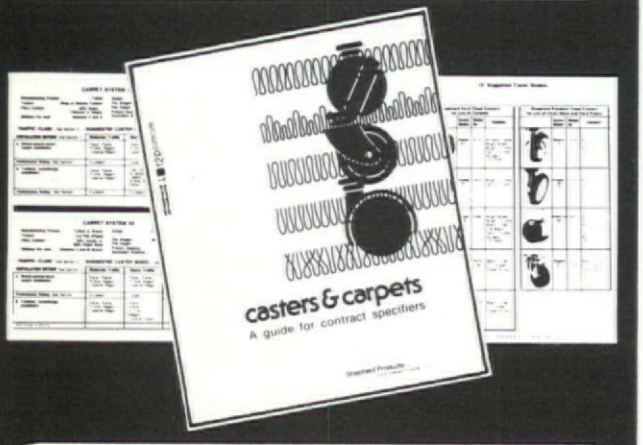
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Casters and carpets—how to get the right combination

Achieving compatibility between carpets and casters has always been pretty much a matter of guess-work. But no more.

Shepherd devoted two years of research, testing and evaluation to the relationship between casters and carpets. The result: **"Casters & Carpets: A Guide for Contract Specifiers."**

Categorizing commercial carpets into 10 systems, this valuable guide tells you which caster provides the best combination for long carpet life. It gives you (and your clients) an understanding of the wear levels to expect from a particular carpet system under caster traffic. It contains a helpful caster recommendation chart for both carpeted and non-carpeted floor surfaces.

Don't specify another installation without it. Send for your FREE copy today.

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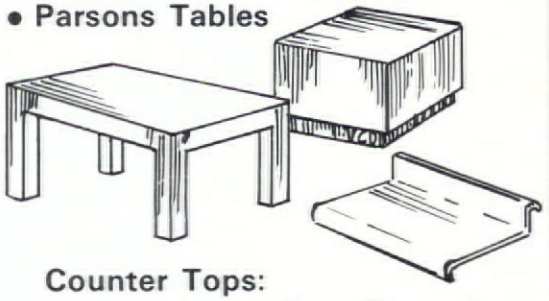
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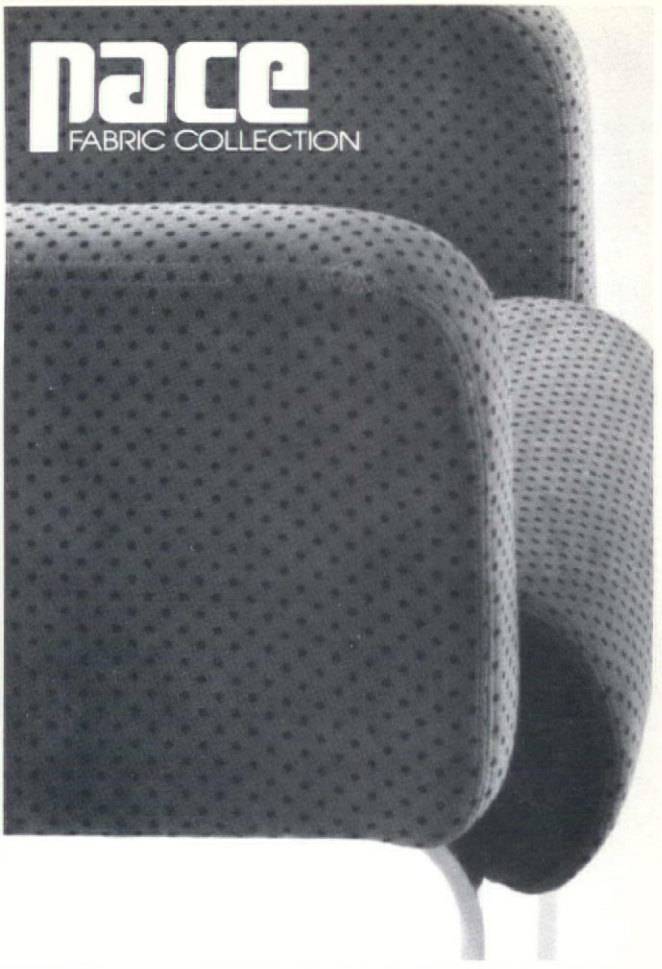


SEATING OUTLINED IN EPOXY OR CHROME DETAIL

Tailored two-seater from Group Four has a hardwood frame with rubber webbing and padding of urethane foam and Fortrel. Total unit, set on oval, tubular steel, is detailed with epoxy or chrome trim, with seating upholstered in designer's choice of fabric, vinyl, or leather. Loveseat, measuring 31 by 52 by 27-in. high, is also produced in single and three-seat versions.

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How CPR training helps business.

CPR—cardiopulmonary resuscitation training is one of the valuable assets an employee can have.

If even one employee has this training, (which is available from Red Cross), every other co-worker benefits. Everybody can breathe easier knowing that in the event of a cardiac arrest, help is immediately available.

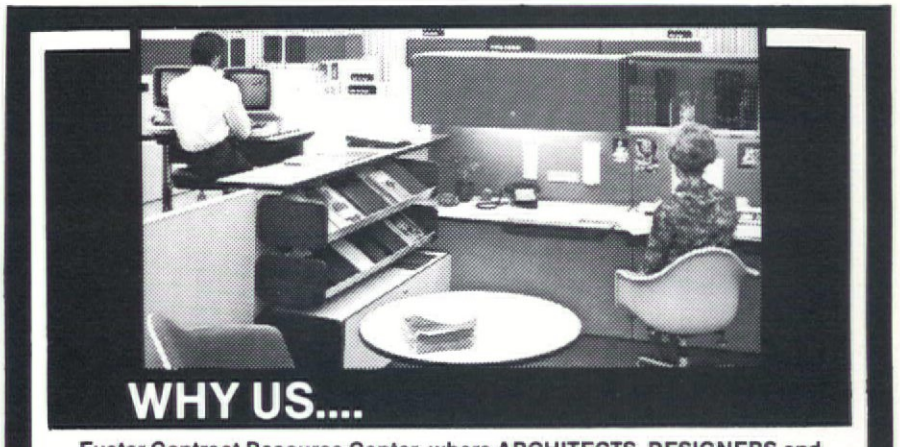
Why not set up a goal for your company. . . so many employees with CPR training per floor—or area?

It's easy to do. Call your Red Cross Chapter. . . they'll be glad to help you do it.

CPR training from Red Cross is one way you can help your company be ready. And a way you can help keep Red Cross ready, too.

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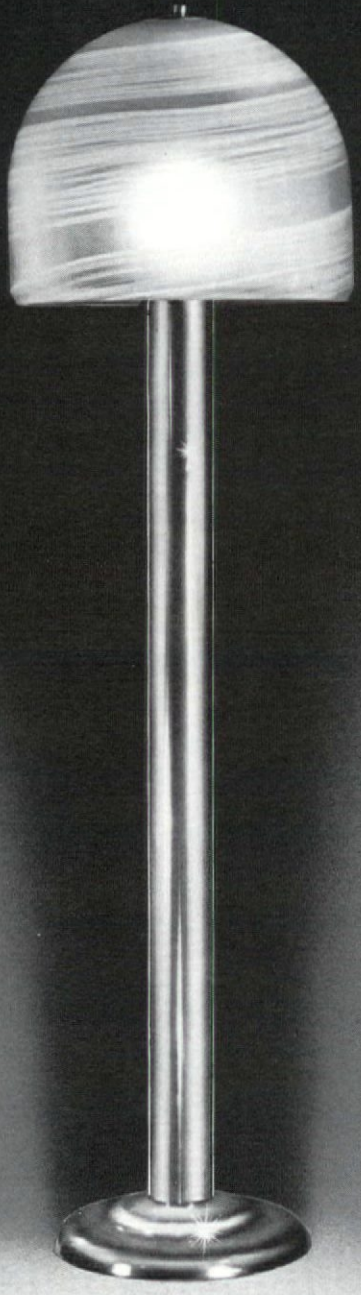
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SWIRLS

by Laurel, of course. This elegant floor lamp features an 18" diameter dome in a swirling pattern of frosted and opalescent glass on a brass or black chrome column. The entire swirl collection of floor, table and torch lamps is in our showrooms now.

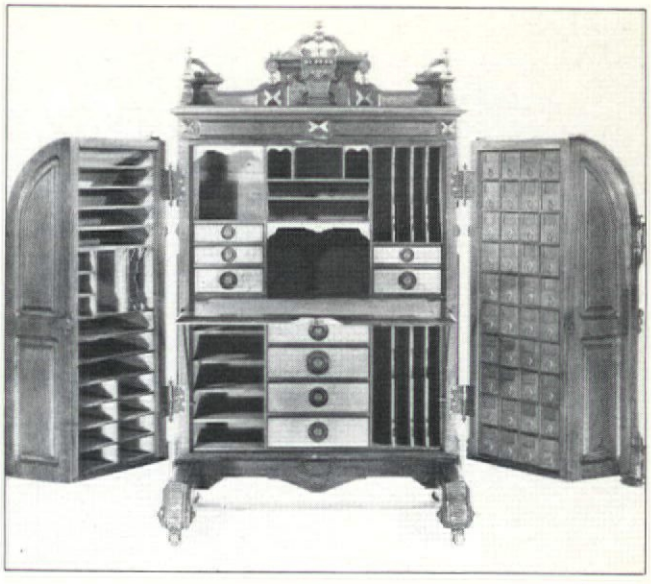


LAUREL LAMP

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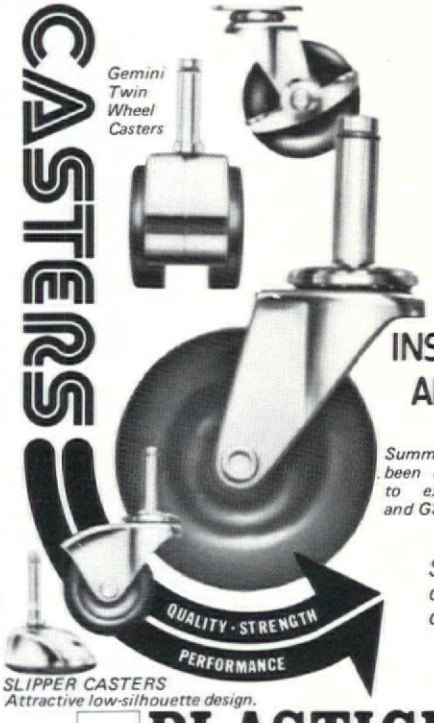


FIRM RESTORES, CUSTOMIZES, LEASES ANTIQUES

Specializing in Victorian and Americana furniture of 1850-1910, Antiquarian Traders' Wooton Patent Secretary desk is a one of 5,000 inventoried items. Firm has in-house restoration facilities which also customizes furniture to designers' needs. Single pieces or entire office settings may also be leased by the month.

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CASTERS



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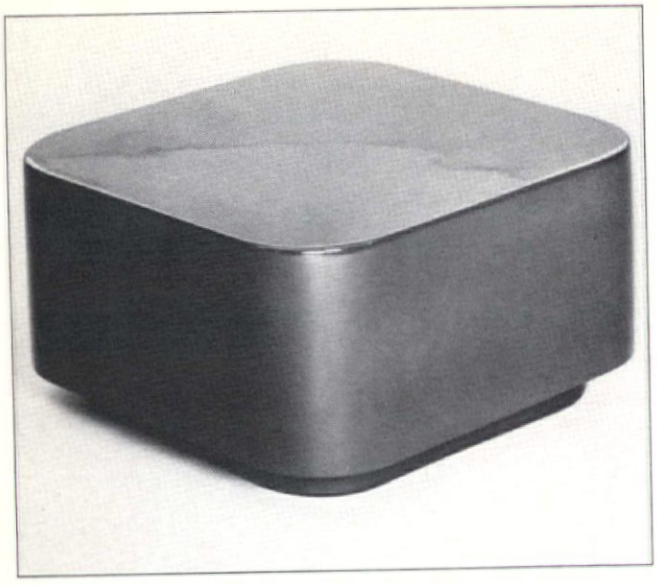
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PORTABLE TABLES RESIST SCRATCHING, CHIPPING

Cylinders, squares, rectangles, and radius squares are part of a new table series from Architectural Fiberglass. Fiberglass products are reported to be impervious to scratching, chipping. Light weight of material allows units to be moved easily. Each form comes in four sizes; in semi-gloss or high-gloss finishes.

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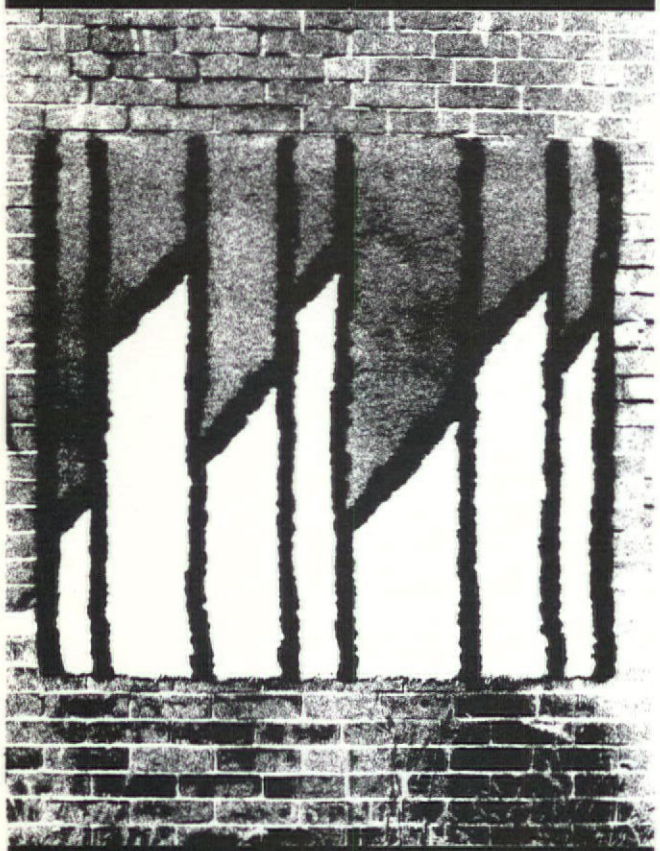
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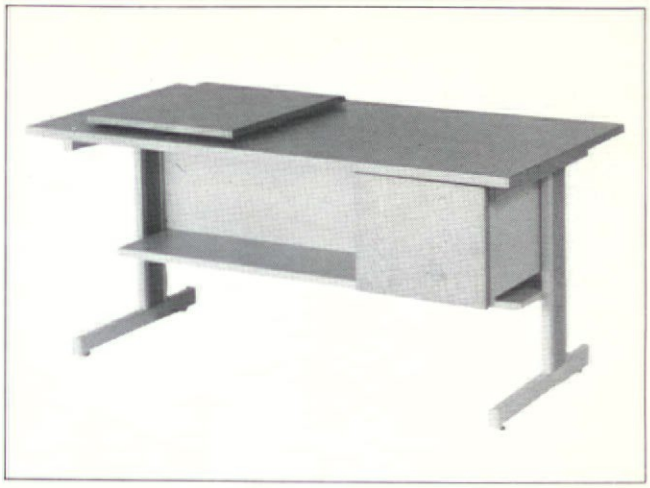
A partial listing of customers include Burger King, General Electric, Syracuse Hilton, STAATS International, University of Louisville, The U.S. Government and the country of Kuwait.

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PRODUCTS & SERVICES



STATION ENGINEERED FOR WORD PROCESSING

Communications Station, from Tiffany Stand & Furniture, Space 988 in the Merchandise Mart, is designed and engineered for word processing, data processing, and microfilm. All units are 26½-in. high with adjustable glides and 30-in. deep; 36-, 48-, or 60-in. wide. Woodgrained tops, in choice of walnut or oak laminate, have matching insert panels, and full width, 10-in. deep shelf for reference materials. Options include: two sizes of turntables and supply cabinet with dividers which can be inserted horizontally or vertically.

Circle 267 on reader service card

There Is More . . . in the WORDEN product portfolio than LIBRARY FURNITURE.

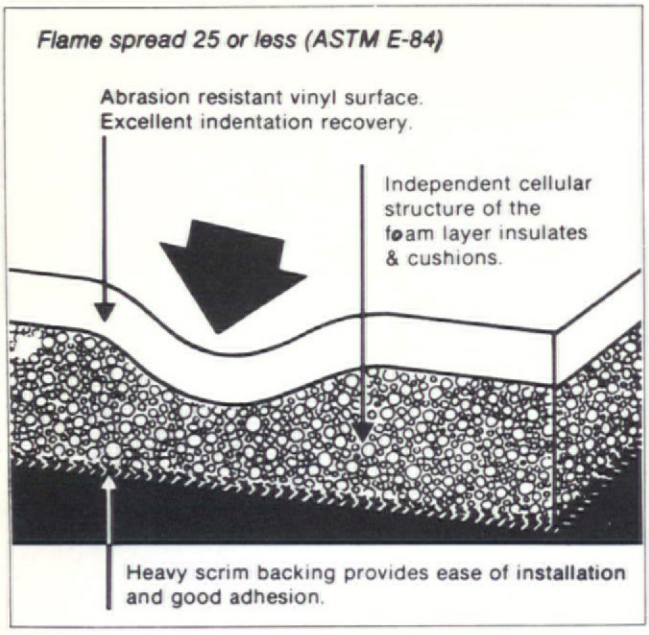
WORDEN seating designs have been used successfully in Libraries for years providing durable, good looking, economical solutions. These same proven seating designs are also solving the needs of many public areas, from retail outlets to hospital applications. Literature on these expanded product lines is available from WORDEN or their local representative.



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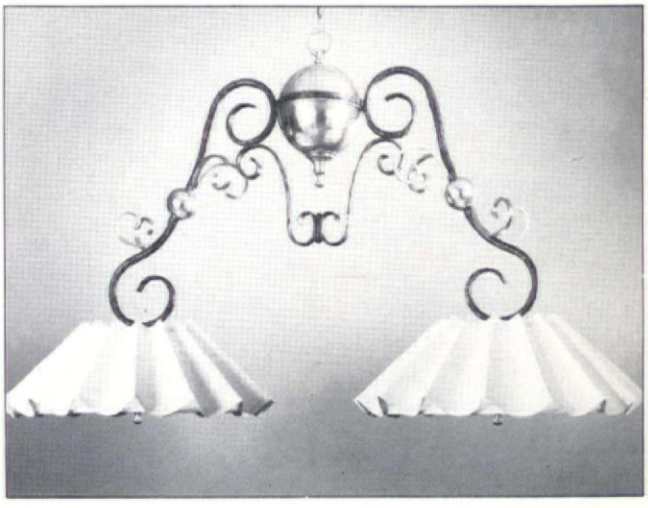
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THREE-PLY FLOORING YIELDS CUSHIONED COMFORT

Three-ply, laminated construction of Lonfoam, resilient sheet vinyl, provides an abrasion-resistant wear surface with an independent cell foam cushion center. Lonfoam can be heat- or solvent-welded to provide seamless, waterproof flooring. Slightly textured surface creates good traction for safety. Cushioned backing offers acoustical properties. Flooring, from Lonseal, is fire-retardant with a flame-spread rating of 25 or less (ASTM E-84) and is produced in eight colors.

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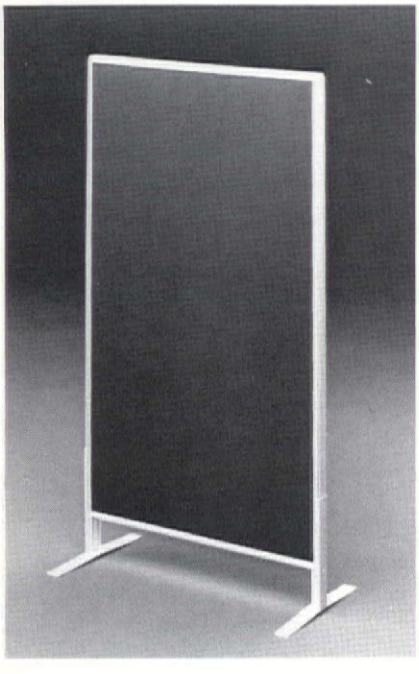
BRASS FIXTURE OUTFITTED WITH LINEN SHADES

Delicate scrollwork braces two natural linen sailflute lamp shades in Originals 22 lighting fixture. Each shade contains a two-lamp cluster with form-fit diffusers. Metal work is composed of antique brass with Monterey finish.

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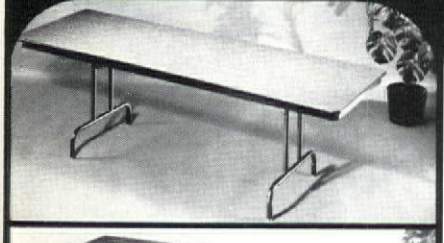

STACK CHAIR

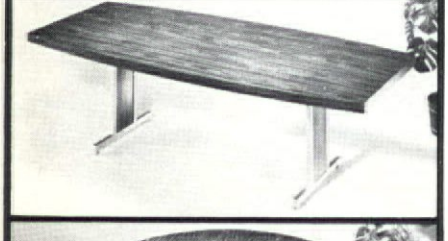

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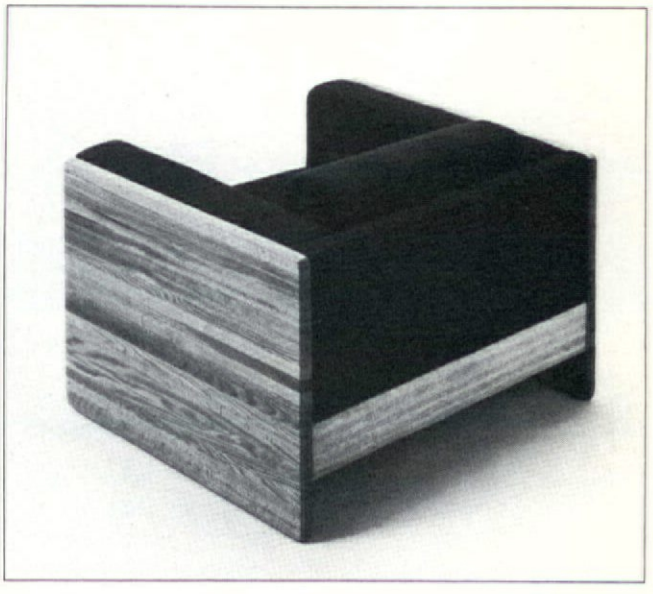
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PRODUCTS & SERVICES

AMPLE CUSHIONS HELD BY SOLID OAK FRAME

Tuohy's 140 Club Chair is constructed of generously proportioned cushions set into solid oak chassis. Chair measures 37 by 33½ by 27½-in. high. Design also extends into settee and three-seat sofa units. These compatible pieces have oak end panels, no arm cushions.

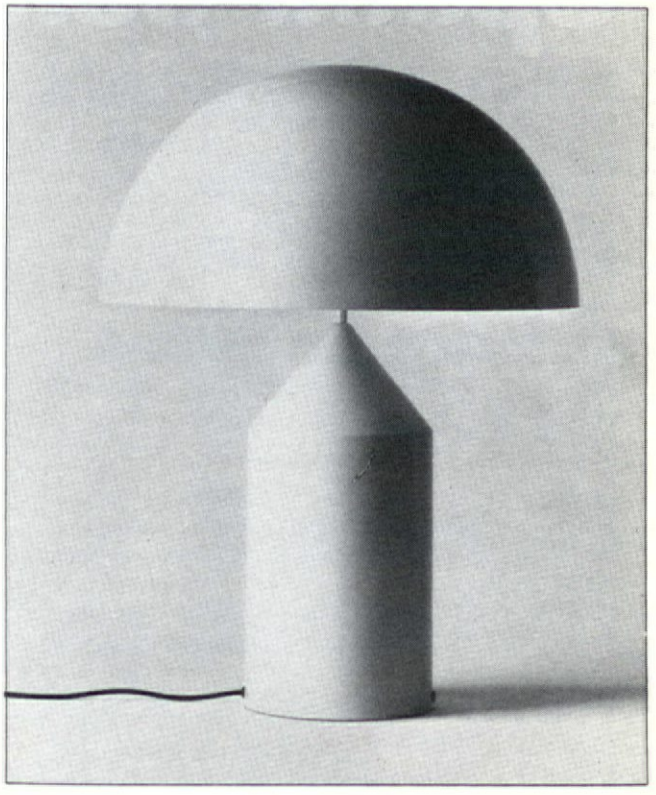
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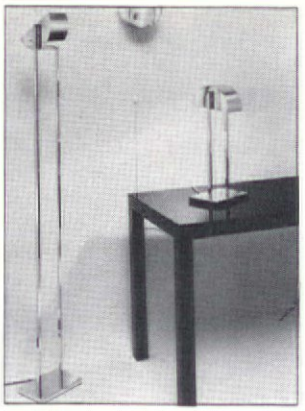
GEOMETRIC LAMP PRODUCED IN THREE COLORS

Stark, geometric lines of Atollo was designed by Vito Magistretti for Lighting Associates. Unit may be ordered in white, black, or beige and measures 27½-in. high with an 8-in.-diam. base, and 19¾in.-diam. shade. Outfitted with two 100 watt bulbs, unit has dimmer control.

Circle 271 on reader service card



CRESCENT SHAPE LAMP TURNS 360 DEGREES



Crisp lines of Crescent is designed in three variations: 61-inch floor lamp; 20-inch desk model; and pin-up or bracket style wall lamp. All styles are made from solid brass and choice of polished chrome or brass finish. Each uses a standard bulb. Heads turn a full 360 degrees for maximum effectiveness, from Koch + Lowy.

Circle 272 on reader service card

STAIRCASES MADE TO DESIGNERS' SPECS

Spiral staircase with central column supporting wedge-shaped treads is produced by Duvinage, affiliate of Levolor Lorentzen. Staircases are made to contract designer/specifiers' specifications to fit special space needs.

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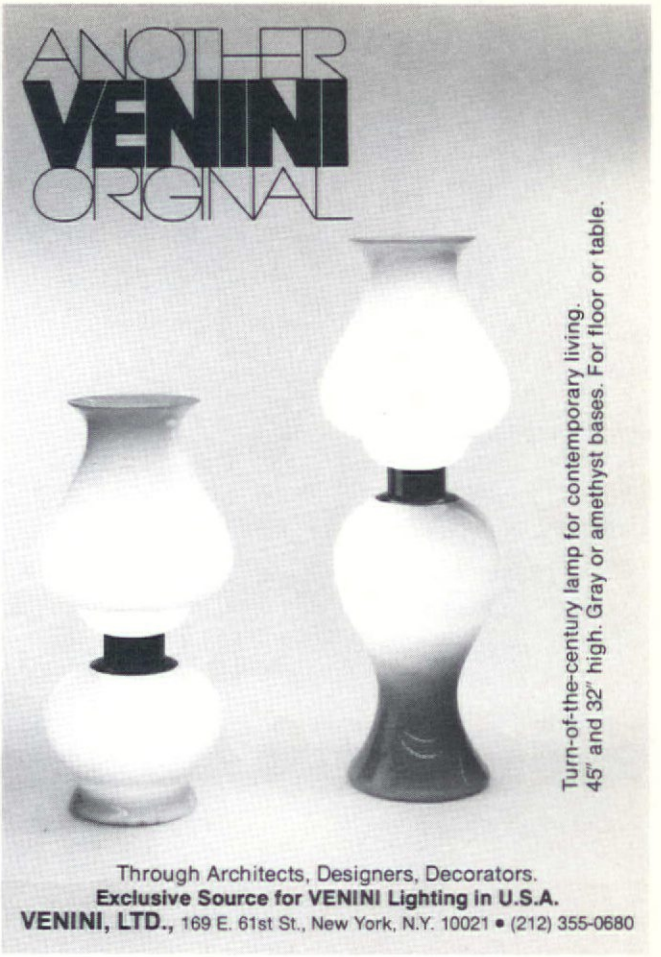


SLIM LINE CASTERS ELIMINATE JAMMING

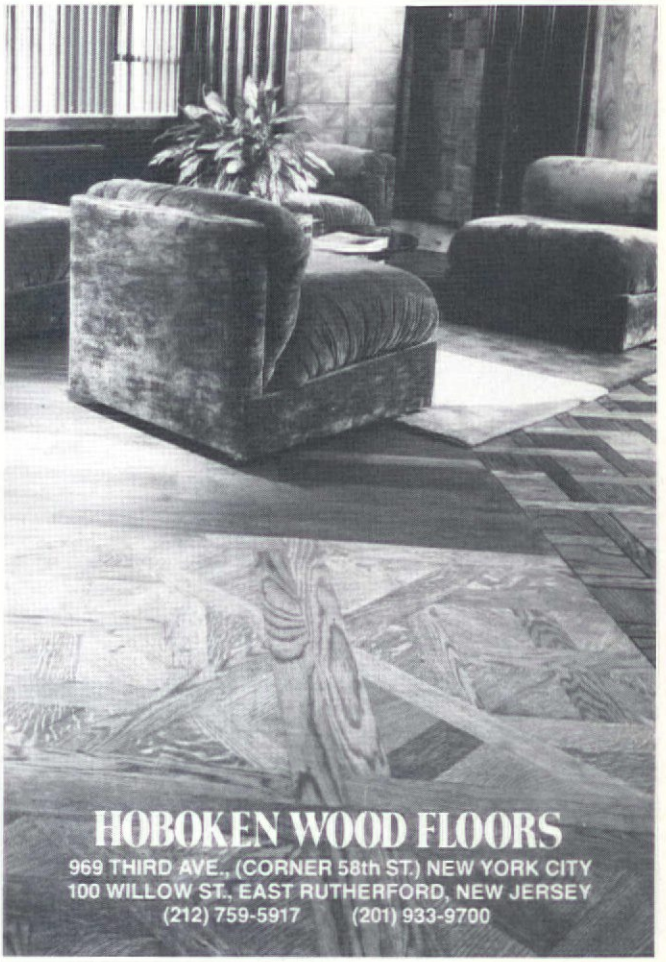
Die cast of metal alloy, Profile casters feature self-lubricating acetal resin bearing. Shepard's slim line casters complement contemporary furniture. All moving parts are enclosed to eliminate jamming due to carpet fuzz, lint, foreign matter. Collection offers both rubber and metal wheels and a variety of color finishes.

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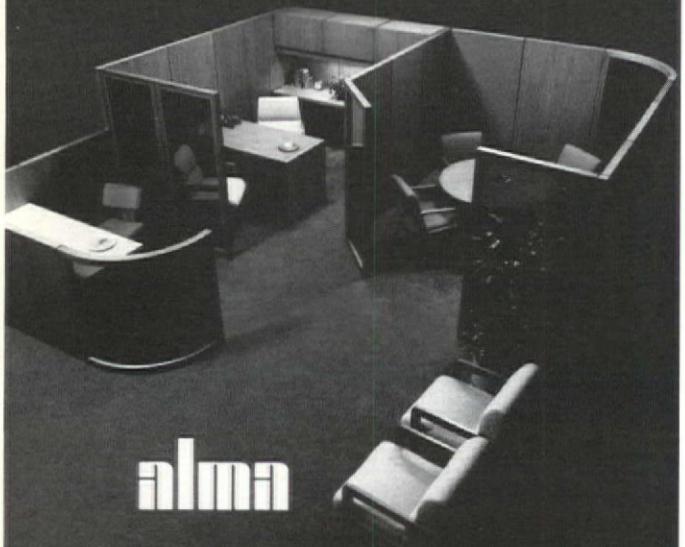
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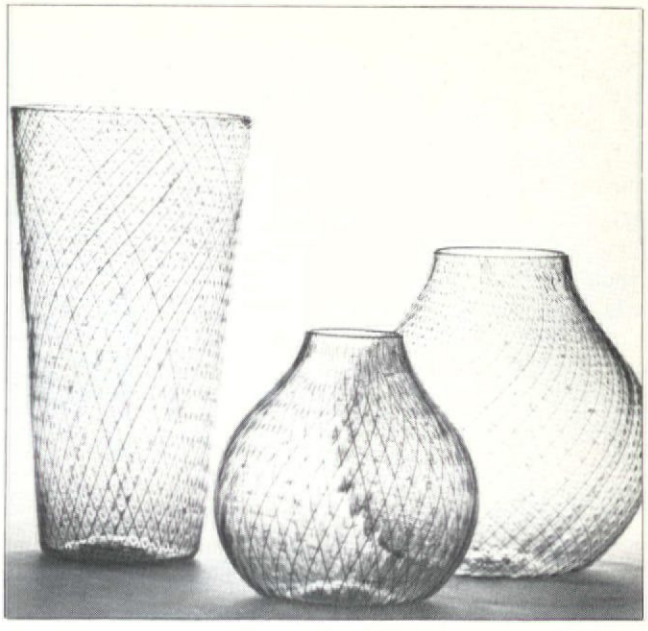
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GLASS HAND BLOWN IN FILIGREED PATTERNS

Venini's hand-formed vases are detailed with a process called reticelli. Clear rods with colored cores are fused and twined into patterns: then heated and hand blown. Zanfirico collection comes in 6- and 12-in. heights.

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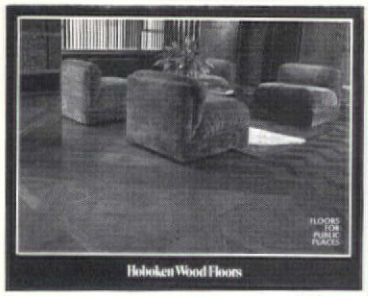
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Hoboken Wood Floors



Westinghouse

Danish contract and residential furniture is pictured and described in comprehensive catalog published by Danish Furniture Manufacturers' Association.
Circle 277 on reader service card

Wood floors in commercial, institutional and retail installations are pictured in four-color brochure by Hoboken Wood Floors.
Circle 278 on reader service card

Jansko's new hospitality contract line of furnishings is detailed in catalog available at NEOCON Space 1149. Line includes stack chairs, dining chairs, cocktail chairs, lobby seating, bar stools, table tops and bases.
Circle 279 on reader service card

Carpet with separate cushion can provide acoustical benefits, improved maintenance procedures, and economic advantages. Consumer Research Commttee of the Carpet Cushion Council has prepared three brochures, currently being distributed to architects and specifiers, that contain background information on characteristics and advantages of separate carpet cushion.
Circle 280 on reader service card

Two-volume WallSource collection contains large selection of wallcoverings for commercial applications. Patterns include vinyl weaves, burlaps and woods, as well as specialty items, such as suedes and textiles. WallSource is a cooperative formed by eight wallcoverings distributors.
Circle 281 on reader service card

"Guide to Fluorescent Lamps" contains basic information to aid the specifier. Produced by the lamp commercial division of Westinghouse Electric, the 32-page booklet provides generic information on fluorescent lamp types, lamp operating characteristics, typical ballasts, and maintenance. Chromaticity and spectral distribution diagrams in color.
Circle 282 on reader service card

Resilient sheet flooring in nine collections by Mannington Mills has small scale motifs with natural colorations. 128-page catalog pictures 89 designs in 275 colorations. Text discusses installation and maintenance specifications.
Circle 283 on reader service card

New Santana Group by Gold Medal



The new elegant, contemporary Santana Group from Gold Medal. Hand-rubbed natural oil finish highlights the beauty of the woodgrain of the select hardwood frame. Leg sleds not only make the chair easy to move, but also add a distinct design element. Beautiful contemporary seating from Gold Medal.

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Everything about our furniture is casual, except the way we make it.

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RATES: *A standard classified ad costs $42.00 per column inch. Estimate a column inch as 58 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036.* **DEADLINE:** *1st of the preceding month.* **REGULATIONS:** *Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or items for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.*

CONTRACT MANUFACTURERS — We offer you a unique national executive search/consulting service designed specifically to find contract furniture manufacturers the most qualified sales and general management talent. Industry references available on request. Contact Robert Butler, Contract Furniture Division, Bader Corporation 535 Fifth Ave., NYC, NY 10017. (212) 682-4750. (div MRI).

SALES REPS WANTED — Exceptional opportunity to build a substantial income for qualified reps with contacts. Unicube Corp. is a leading national manufacturer of tubular chrome systems for exhibits, furniture, fixtures and displays. We will supply you with sales leads from our extensive advertising and public relations campaigns. Showroom space desirable. Exclusive territory arrangements. Contact: Mr. Richard Kamlet, Unicube Corp., 540 Manida St., Bronx, N.Y. 10474. Tel: 212/378-1700.

MANAGEMENT OPPORTUNITIES, with our clients, nationwide manufacturers of CONTRACT/COMMERCIAL FURNISHINGS and ACCESSORIES. A few current searches include: VICE PRESIDENT SALES/MARKETING—contract furniture . . . $50,000; DIRECTOR OF MARKETING—wood furniture . . . $40,000; NATIONAL SALES MANAGER—office/institutional furniture . . . $40,000; PRODUCT MANAGER—metal office furniture . . . $30,000; MIDWESTERN REGIONAL SALES MANAGER—seating . . . $35,000. ALL costs assured by our client companies. Contact in confidence: FRED ROSE, COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. (312) 263-1119.

MANUFACTURERS REPS WANTED — FURNITURE, High Quality Upholstered & Wood—Rattan, Laminates, Trad'l., Contemporary—to Contract Designer-Specifiers, for Hotels, Restaurants, Spec. Suites & Public Spaces. Terr.—Texas-Florida-Georgia-Ohio-Michigan & Mid-West. WYCOMBE, MEYER, 305 E. 63 St., N.Y.C., (212) 753-2010. PLANT—Catasauqua, PA. JACKSON-ALLEN UPHOL. CONTRACT DIV.

WANTED — Hard hitting professional independent rep. Moving to California. A Specialist in Contract Furniture, office systems and furnishings. Calling on Architects, designers and users. Also has unique ability to work with dealers and various institutions. Desires lines for Western States. Contact Box 849, CONTRACT, 1515 Broadway, New York, NY 10036.

INTERIOR DESIGN BUSINESS FOR SALE — Carpet, Drapes, Etc., top lines, quality established business, super location, this business is in one of the fastest growing and most stable economies in the U.S., Agent, P.O. Box 963, Ft. Collins, CO. 80522, 1-303-482-5069 after 6 P.M.



Circle 125 on reader service card

FREE INFORMATION FAST

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.

INTERIOR DESIGNER, INDUSTRIAL An in-depth knowledge of interior materials, finishes and office furniture and systems is essential. Applicants must be strong in conceptual design through implementation. Evaluate alternative designs and make specific recommendations based on cost effective analysis. Experience in large scale corporate projects with emphasis on office, engineering, laboratory, and manufacturing facilities. Your efforts will support an active new construction program as well as major renovations, both nationally and internationally. This is a unique and challenging position offering growth for the candidate with a minimum of 4 years academic development in Architecture or Interior Design and 5-10 years in Architectural, Interior Design or Space Planning experience is required. Excellent interpersonal skills are a must. If you are interested in, and qualified for, this outstanding opportunity, please forward your resume in confidence to Jack Fusco, Digital Equipment Corporation, Dept. EO601 3849, 111 Powdermill Road, Maynard, Massachusetts 01754. We are an equal opportunity employer m/f.

PROFESSIONAL CONTRACT REPS — Selective openings are available for the nation's foremost contract seating line. For confidential interview, call Mr. Howard Meister in Chicago, (312) 661-1122, June 11th, 12th or 13th.

MANUFACTURER'S REPRESENTATIVES — TEXAS needed for all major cities and outlying areas. Architectural products/Interior furnishings. Own hours/commission/no travel/resident local rep network/SALES ASSOCIATES/4216 University Blvd./Houston, Texas 77005/713+664-7587

MARKETING MANAGER: National Office Furniture Systems Manufacturer with successful record—seeks shirt sleeve Executive Experienced in this field—to assume broad responsibility: Marketing and Sales. Mail Resume and Salary requirements to: DISCOVERY SYSTEMS, INC., P.O. Box 62, Carlstadt, NJ 07072, Att: President (No telephone calls please).

DALLAS, TEXAS OPPORTUNITY — Sales person wanted to call on Designers/Architects/Specifiers on behalf of commercial furniture manufacturers' representative. Open-end compensation program and Dallas World Trade Center Showroom afford unique career opportunity for capable, knowledgeable individual with Contract Knowledge, and with experience working with designers. Phone Al Goldblatt: (214) 361-4530

CONTRACT FURNITURE SALESPERSON — Aggressive, independent, self-starting, experienced contract furniture salesperson desired by Herman Miller contract dealership whose personnel are articulate achievers and professionals with strong ideas. In other words we are looking for someone who is ready to be an entrepreneur. We are ready to pay the highest commissions in the industry with unlimited income potential. (201) 391-0931.

CONTRACT DESIGNER — A major home furnishings retailer has an opening for a highly qualified contract designer to manage its expanding department. Excellent opportunity. Reply Box 850, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES AND MARKETING MANAGER — Experienced individual to coordinate all divisional business activities and to continue the development of an already established and profitable sales, merchandising and marketing program for a major manufacturer of contract furniture. Reports to Vice President of Corporate Sales. Contact: Manfred Welsch, Space 1040/1042, Merchandise Mart, Chicago, during NEOCON Market or send resume to Consolidated Burris International, Division of Burris Industries, Inc., P.O. Box 698, Lincolnton, NC 28092.

CONTRACT REPS WANTED — Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

YOUR AD HERE WILL GET RESULTS

ITCHING FOR A CHANGE . . . A New Job, A New Environment . . . or maybe looking for a qualified person to fill a position with your company? Contact DAN LEVY of MANAGEMENT RECRUITERS, the specialist in the placement of people in the Contract Furnishings Industry. Call collect or write: **Daniel I. Levy, Manager, Contract Furniture Division, Management Recruiters, 16133 Ventura Bl., Encino, CA 91436, (213) 986-6300**

ESTABLISHED MANUFACTURERS REPRESENTATIVE w/design background seeking contract lines in Florida. 11 years experience in contract furniture. Excellent rapport w/arch., design community. Send inquiries to Box 833, CONTRACT, 1515 Broadway, New York, NY 10036.

The Marketplace

. . . Where Your Classified Ad reaches over 27,500 industry "pros" . . .

This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sale and any used or odd-lot products or items for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 27,500 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month

RATES: $42 per column inch (approximately 58 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:

Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next _____ issue(s) of CONTRACT.
I am enclosing a check for $_____ ☐ This includes $5.00 for a blind box number.

Name & Title _____

Organization _____

Address _____

City/State/Zip _____

Phone # _____

ADVERTISING DIRECTORY

For more information on advertisers in this issue, circle corresponding reader service numbers.



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Amtab Mfg. Co.	118	174
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Artopex	70	87
†Bassick Casters	106	114
Bigelow Sanford Co.	113	171
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†Brickel Associates	47	63
*L.D. Brinkman/Southeast	67	85
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†Cado/Royal Systems, Inc.	52	69
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†C.B.I./Burris Industries	1	Cov. II-1
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†Chromcraft Corp.	42	55
†Cole Furniture, div. Litton Industries	31	41
Condi, div. Pacific Furniture	80	99
Congoleum Corp.	74	91
Conwed Corp.	116	173
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Couristan (Couri Carpets)	4	5
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†Davis Furniture Industries	17	23
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Deforce & Zonen	137	168
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†Jofco	77	96
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Anton Maix Fabrics	138	176
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†Metalstand Mfg. Co.	55	73
Milliken Carpet Co.	46	62
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Nanik	61	40
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Patcraft Mills, Inc.	84	105
Patrick Carpet Mills	76	95
Peter Pepper Products Inc.	86	110
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†Plastiglide Mfg. Corp.	111	170
Pleion Corp.	19	26
†R-Way Furniture Co.	109	161
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†Rosemount Office Systems, Inc.	64	83
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Window Display & Interior Design, Inc.	133	164
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Regional †BIFMA Members

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CONTRACT
FREE INFORMATION • READER SERVICE CARD

June 1980 (Expires August 31, 1980)

Use this card to get free information on products and services in this issue. Circle appropriate number, fill in name, address, and other data, add postage, and mail.

Please print.

Name _____ Position _____

Firm _____ Tel. & (AC) _____

Address _____

City _____ State _____ Zip _____

SPEED SUBSCRIPTION

Please send me subscription information:

☐ YES ☐ NO

_____
Signature

_____
Date

Boxes below MUST be checked for processing.

1 TYPE OF FIRM

A ☐ Contract Furnisher
B ☐ Interior Design Firm
C ☐ Arch. Firm Spec. Int.
D ☐ Office Furniture Dealer
E ☐ Hotel/Motel
F ☐ School/College
G ☐ Hospital
H ☐ Government
I ☐ Manufacturer
J ☐ Other_____

2 SQ. FT. DESIGNED ANNUALLY

1 ☐ Under 25,000
2 ☐ 25,000-99,999
3 ☐ 100,000-199,999
4 ☐ 200,000-500,000
5 ☐ Over 500,000

3 ANNUAL CONTRACT DOLLAR VOLUME

A ☐ Under $50,000
B ☐ $50,000-$99,999
C ☐ $100,000-$499,999
D ☐ $500,000-$999,999
E ☐ $1-$5 Million
F ☐ Over $5 Million

4 REASON FOR INQUIRY

1 ☐ Current Contract Job
2 ☐ Future Contract Job
3 ☐ General Interest

RUSH DETAILS ON ITEMS CIRCLED

Do not circle more than 40 numbers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50
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426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450

CONSTRUCTION ACTIVITY & INFORMATION SERVICES

CONTRACT can help you specify furnishings for your current and future jobs. Fill-out the optional questions below and manufacturer's brochures will be sent to you promptly.

Type of project: _____

Name of job: _____

Location:
Street Address _____

City/State _____

Will specify furniture/furnishings by:

Date _____

Projected budget for furnishings/furniture: $ _____

Type of furnishings/furniture:

_____

_____

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26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50
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426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450

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_____

_____

PLACE
POSTAGE
HERE

Contract

P.O. BOX 2775
CLINTON, IOWA 52735

PLACE
POSTAGE
HERE

Contract

P.O. BOX 2775
CLINTON, IOWA 52735

Our business is lighting ideas...



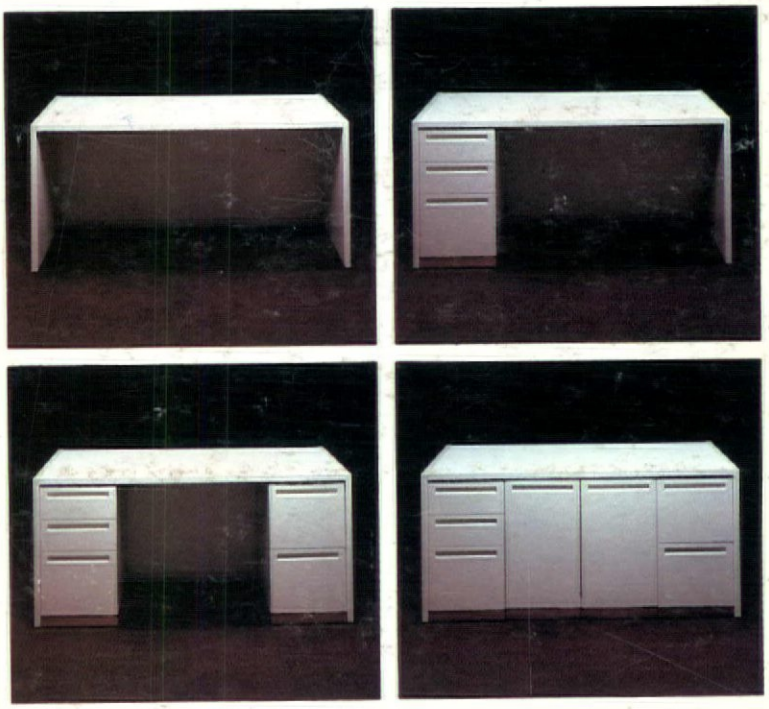
INTERNATIONAL GLASS CREATIONS, INC.

Manufacturers of • Tiffany Shades & Leaded Glass Windows

Call Tom Bailey for more details.
(213)**383-2528**
425 Shatto Place • Los Angeles, California 90020 U.S.A.

Circle 127 on reader service card

introducing 2000system



What would you like to make of it?

The 2000 System is a table. It's also a right, or left single pedestal desk or a double pedestal desk. Or it's a back bar.

The 2000 System is whatever you choose to make of it.

As easily as any component can slide to another position within the work station, it can roll out for use in another part of the office.

The 2000 System. It brings convenience to the moving, changing, growing office.

See the 2000 System in our newly redesigned showroom at NEOCON XII, space 1126, Merchandise Mart, Chicago, IL.

For more information write or call Bill Regalado at 800/458-0593 (in PA call 800/325-0095).

Corry Jamestown Corporation, 844 East Columbus Ave., Corry, PA 16407.

Corry Jamestown

DIVISION, HON INDUSTRIES